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The American Perfumer and Essential Oil Review

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The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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Federal Legislation and Fair Tactics

AS had been anticipated the American Medical Association, at its recent Washington meeting, adopted a resolution calling for the introduction of Federal legislation to control the sale of cosmetics and toilet preparations. While this is the first official action of this sort taken by the doctors, it is not the first time that their efforts have been felt along legislative lines. The great number of state bills introduced during the 1926-1927 legislative season and the strenuous efforts made to secure the passage of the so-called "Model Cosmetics Bill", while not directly attributable to the American Medical Association, nevertheless, we believe, had the tacit consent of that organization. It is gratifying to our industries to have the Association at last out in the open on this question.

Our industry is not yet convinced that there is any need for legislation of any sort curbing the sale of toilet preparations. In fact, it has been demonstrated to the satisfaction of almost everyone that the number of cases of injury resulting from the use of cosmetics is so small as to be almost negligible. It has been admitted that probably less than 10 per cent of the preparations now sold are harmful.

Until the specific measure to be sponsored by the American Medical Association is drawn and presented, it is impossible, of course, to determine the attitude of our industries on the subject. Certainly, Federal legislation, if properly conceived and drawn, would be less objectionable than would separate laws in the several states. Undoubtedly a bill could be drafted, possibly along the lines of the present Food and Drugs Act as it relates to confectionery, which would not only protect the public but would not place too great a burden upon our industries.

We cannot, however, too strongly condemn the methods which have been employed to create prejudice against our industry in advance of the actual introduction of the proposed bill. Propaganda of a most vicious sort, much of it based upon false and misleading statistics, is issuing from members of the A. M. A. and from prominent doctors, whose words may carry weight with the public. We have yet to hear of any instances in which a manufacturer of toilet preparations has attacked the entire profession of medicine, although at times, there have been serious abuses in its practice. We should heartily condemn any such attacks if they were made. It is and has been the desire of our industry to treat even its enemies with absolute fairness. We regret that we cannot say that the proponents of Federal cosmetics legislation have approached their campaign in the same spirit.

Whether or not Federal legislation is necessary; whether or not it is drafted in such a way as to be acceptable to our industries; and whether or not our final position be one of support or opposition, may we not suggest not only to the proponents of the proposed laws but also to any who may be interested in them from any standpoint, that reasonable discussion based upon sound scientific grounds is more likely to be effective than volumes of unfair, false, and misleading propaganda from no matter what source?

F. E. M. A. Holds Excellent Convention

ONE of the most successful and interesting of the long list of conventions of the Flavoring Extract Manufacturers' Association of the United States was that held at Richmond the first three days in June. Its entertainment features were generally conceded to be the best on record; its business sessions were well attended and both interesting and profitable to the membership; while, last but not least, the feeling of good fellowship and friendliness, which was a conspicuous feature of the meeting, served to bring the members of the association into even closer relationship than that which has featured their meetings in the past.

The touching tribute to Richard H. Bond, who for years had been a guiding spirit in the affairs of the association, again proved the deep sense of loss which the membership feels in the passing of this outstanding personality. In large measure, the entire proceedings at the convention were a tribute and eulogy to Mr. Bond which could not have been furnished by merely formal resolutions. In a very real sense, the Association is Mr. Bond's most lasting monument.

Dr. Doran's excellent address and his offer of co-operation with the association in the troublesome problem of adequate alcohol supplies may well be considered as marking a new era in extract affairs. It is pleasing to know that the enforcement of Prohibition is to be in the hands of a man who is familiar with the needs of legitimate industry and is also willing to co-operate with it in workmanlike manner.

Much credit must be given to Executive Secretary Thomas J. Hickey and to the members of the Legislative Committee for their work during the year. The industry has been the target for much unfavorable restrictive legislation during the period. The effective work of Mr. Hickey and the committee, supplemented by active co-operation by the entire membership has resulted in the defeat of virtually

all ill-judged attempts at regulation which have come up in the various state legislatures.

Among the important matters which received attention at the meeting was the discovery of new uses for flavoring extracts and the expansion of the sale of these products through new methods. In this connection, the address of Miss Knox and the remarks of Mr. Burnett and Mr. McCormick stand out as progressive suggestions which should be of great value to the industry as a whole.

The action of the association in leaving the conduct of its affairs in the competent hands of President D. T. Gunning and the other officers who were unanimously elected is a tribute to the manner in which the business of the association has been conducted during the year. The members are to be congratulated upon the competence and willingness of their elected officials, to whom much credit is due for the splendid showing made by the association.

No comment upon the convention would be complete without mention of the work of the entertainment committee and especially of Mr. Sauer and his organization. No finer entertainment or more sincere hospitality has been experienced by the members than that of Mr. and Mrs. Sauer and the city of Richmond. Without desiring to impose upon Mr. Sauer's hospitality, may we not express the hope that it will not be too long before the Association again meets in his beautiful city.

A Letter to The Editor

EDITOR, AMERICAN PERFUMER & ESSENTIAL OIL REVIEW:

SIR:—The various articles you have been publishing on the subject of French competition have been very interesting, but after reading Leroy Fairman's article printed in the May issue of THE AMERICAN PERFUMER I am forced to take emphatic exception to his assumption that quality is of secondary importance.

Before proceeding, stop to consider that perfume has only one use, namely, its appeal to the olfactory sense, and cannot be put in the category of some food product which may have a pleasant taste but little food value or may have great food value but an unpleasant taste. An intelligent, intensive advertising campaign on either of these food products would undoubtedly result in profitable business due to their mertis in one way or the other and would command repeat orders, but to take a perfume of only fair odor made of mediocre oils, highly diluted, without lasting qualities, and apply to it a meritorious advertising campaign would result in business but leave a trail of red figures in the ledger, due to the poor quality of the product and the consequent lack of repeat business. If, therefore, perfume has only one distinct use, it is of paramount importance that we produce an article of very high quality.

Let us glance at the French method of procedure: the master perfumer is constantly devoting his energies to the creation of some new delight which may take two or three years to accomplish, but during this period of experimentation there is no thought given to the cost of the basic materials, aromatic chemicals and other compounds used nor to the final cost of the finished creation. After liberal distribution of samples of the creation to people who will give an unbiased opinion (not to employees who can be easily swayed by the manner in which the "boss" asks—"What do you think of this?") which we will take for granted is favorable, costs are figured, a fair profit added and the product put on the market. From this point on absolutely no deviation from the original formula is permitted. It is regrettable but true that practically no American maker follows this method. Quite the reverse!

It is my privilege and pleasure to daily come in contact with many fine gentlemen who are very capable perfumers and chemists, who would glory in being given the time and opportunity to produce distinctive high grade odors of their own creation but who, through the insistent demands of their salesmanagers and salesmen, are forced to devote their entire time to the problem of imitating popular French odors at the least possible cost. Practically all the essential oil houses of this country carry stocks of the high grade natural and synthetic oils used by the French perfumers, with which these American perfumers are familiar, but the constant consideration of cost forces the entire elimination of these products or they are used so sparingly that they are almost lost sight of in the finished compound.

There is admittedly a tremendous undertaking ahead of us in overcoming the predominating popularity of the French perfumes but when we consider the vast quantities used, which should entitle the industry to be classed as one of necessity rather than luxury, it is certainly worth the effort; and, if we will ignore the item of initial cost, create and not imitate, think and talk quality and mean it and stick to it, I am sure we can occupy the enviable niche enjoyed by the French products.

And, last but not least, please, Mr. Perfumer, give the American woman credit for the ability to recognize quality. You may be able to make her buy an attractive and well advertised package once, but after using it, she will be able quickly to detect its merits or demerits. She is your ultimate consumer—make her want it again—through quality.

New York, H. B. MOORE,
June 11, 1927. UNGERER & Co.

Tariff Board Orders French Bottle Probe

Supreme Court to Review Constitutionality of Law's Flexibility—New Developments Are Reported in Retail Price Maintenance Issue

WASHINGTON, D. C., June 15.—The U. S. Tariff Commission has ordered an investigation of perfume bottle costs for the purpose of determining whether French competition warrants an increase in tariff duties by proclamation of the President under Section 315, of the 1922 Tariff Act. This investigation will be undertaken in the near future as the Commission, which has been embarrassed by lack of funds for several months, will receive on July 1 its regular appropriation for the fiscal year 1927-1928.

James Maloney, president of the Glass Bottle Blowers' Association, presented a plea to President Coolidge several weeks ago, requesting him to direct the Commission to give immediate consideration to the association's pending application because domestic plants are in a desperate situation.

High Court to Act on Flexible Provision

The constitutionality of the flexible tariff finally will be decided by the U. S. Supreme Court after decisions of two lower courts upholding the statute. On June 6 the Supreme Court granted a petition of J. W. Hampton, Jr., & Company for a writ of certiorari to review the decision of the U. S. Court of Customs Appeals in a test case in which the constitutional validity of Section 315 of Title III, Tariff Act of 1922, is in issue.

The case will not be heard until next term, as the Supreme Court has adjourned until October 3. The case involves the importation of a chemical, known as barium dioxide, upon which the President, acting under Section 315, proclaimed an increase in duty from 4 to 6 cents a pound. The importing company contends that Section 315 is unconstitutional as a delegation of the legislative power of Congress to the President. The U. S. Customs Court and the U. S. Court of Customs Appeals held that the President did not usurp the legislative power but merely executed the expressed policy of Congress.

Counsel for the Government opposed the petition of the importing company for review of the lower court's decision by the Supreme Court, arguing that the "validity of the statute is not a matter open to reasonable disputation" and that denial by the court of the company's petition would settle the question.

Court Overrules Federal Trade Board

There have been three developments bearing upon the resale price maintenance issue during the last month.

1. The U. S. Supreme Court affirmed judgment of the U. S. Circuit Court of Appeals for the Second Circuit dismissing an order of the Federal Trade Commission directing the American Tobacco Company to cease and desist from an alleged conspiracy with Philadelphia jobbers to maintain prices. The Supreme Court stated, however, that "the opinion of the circuit court of appeals is of uncertain intendment and is not satisfactory as an exposition of the law," and continued as follows:

"What this court has said in many opinions indicates clearly enough the general purpose of the statute and the necessity of applying it with strict regard thereto."

2. Representative M. Clyde Kelly, of Pennsylvania, expressed the belief, in a recent statement, that the next Congress will enact into law his resale price maintenance bill, with amendments suggested towards the close of the last session, to which the House Committee on Interstate and Foreign Commerce will be asked to agree.

"The problem of protecting the price on trade-marked articles in competition with other articles of the same class is the biggest question before American business," Representative Kelly declared.

3. The Federal Trade Commission has issued a complaint against the Pepsodent Co., of Chicago, alleging that in the conduct of its resale price maintenance system on dentifrices the company secures the cooperation of customers, both wholesale and retail dealers, by resorting to practices in violation of the Federal Trade Commission Act.

The complaint alleges that the Pepsodent Company solicits and secures from its customers reports of other dealers who fail to maintain the designated resale prices, and procures from such dealers assurances that they will thereafter observe such prices, as a condition to receiving further supplies of Pepsodent products. The Commission's complaint also alleges that the company enters into contracts, agreements or understandings with its customers, both wholesale and retail, for the maintenance of its designated resale prices as a condition of entering into business relations with them, or of continuing to supply them with its products.

The Federal Board also has issued a complaint against Inecto, Inc., New York, for alleged false and misleading advertising in "advertising that the respondent's hair dye penetrates the scalp thus insuring permanent coloration."

Aromatic Materials Imported

Imports of aromatic materials under Paragraph 61, through the port of New York, in Apil included the following:

Citronellol, 512 pounds; compound oil ylang A, 3,527 pounds; geraniol extra, 518 pounds; hydroxcitronellal, 547 pounds; jacinthe compound, 500 pounds; linalyl acetate, 1,181 pounds; and terpinyl acetate 580 pounds.

April imports of synthetic aromatic chemicals of coal tar origin amounted to 13,980 pounds, as compared to 10,714 pounds, in March, and included the following:

Benzyl acetate, 1,137 pounds; benzyl benzoate, 1,708 pounds; cinnamic aldehyde, 1,142 pounds; methyl anthranilate, 2,841 pounds; musk xylene, 700 pounds; oleo musk, 500 pounds; and phenylethyl alcohol, 2,118 pounds.

Falling Off in Soap Exports

Export trade in soap and toilet preparations continues to lag. Exports during the first four months of the year had an aggregate value of $5,267,631, against $5,433,788 in the corresponding period of last year. The downward trend in exports continued in April, with a value for the month of

$1,556,854, as compared to $1,614,087 in April, 1926. Exports of soaps and dental creams are particularly affected.

April shipments of toilet soaps had a value of $275,820, against $292,248 in April, 1926; laundry soap $337,941 against $378,172 and other soaps $107,458 against $114,943. April exports of dental creams declined to $266,276 from $329,033 in April last year.

Growing Exports in Cosmetics

These losses were offset in large measure by growing trade in cosmetics and other toilet preparations. April exports of creams, rouges and other cosmetics had a value of $168,040, as compared to $132,433 in April a year ago. Exports of other toilet preparations, not specified, reached a value in April of $162,935, as compared to $133,593. The exports of talcum and other toilet powders were larger in volume in April than a year ago, amounting to 397,117 pounds, against 348,128 pounds, but decreased slightly in value to $155,801 from $165,896.

Exports of essential and distilled oils continued large in April. Shipments of peppermint oil amounted to 20,178 pounds, valued at $86,099, as compared to 2,287 pounds, valued at $38,088 in the corresponding month of 1926. Exports of other oils during the month amounted to 489,765 pounds, valued at $132,267, against April, 1926, exports of 297,829 pounds, valued at $117,370.

Gain in Imports of Soaps and Toiletries

Import trade in soaps and toilet preparations registers an increase to date this year of 50 per cent over business in the first part of last year. Imports from January to April inclusive had an aggregate value of $3,010,124, against $2,063,195 in the corresponding period of 1926.

April imports were valued at $632,839, against $615,187 in April last year. A sharp decline during the month in imports of perfumery, bay rum and toilet waters to $101,052 from $154,513 affected the total considerably, but there was a greater proportionate increase in imports of perfume materials to a value of $244,812 from $180,352.

Imports of cosmetics also gained, with a total for the month of $90,610, against $68,322 in April last year. Import shipments of castile and toilet soaps were larger, having a value of $24,176 and $52,241 respectively, as compared to $16,713 and $32,772 in April last year. Shipments of other soaps dropped to $16,222 from $33,281.

Imports of essential and distilled oils from January to the end of April this year were smaller than last year, having an aggregate value of $2,406,585, as compared to $2,654,356. Imports during April gained, reaching a total of $754,808, as compared to $663,950 in April last year. Imports of lavender, bergamot and geranium were greatly in excess of imports a year ago.

Paper on the Toxicity of Dyes

The author asserts that vegetable hair dyes, such as henna, are harmless, and that all metallic dyes are dangerous. Compound hennas are dangerous because of the metallic substances which they contain; the amount of henna is slight, and acts only as a carrier for the metal. All synthetic organic dyes, of which the most important member is paraphenylenediamine, are dangerous. Bleaches, such as hydrogen peroxide, when freely used, may cause the hair to break off. Dye removers are dangerous, and should be prohibited from use in beauty shops.—L. K. McCafferty. (*Journ. Amer. Med. Assoc.*, October 23, 1926, 1418)

Cosmetic Legislation in New Congress

WASHINGTON, D. C., June 15.—Opponents of federal cosmetic legislation must be prepared to fight it in the next Congress. Such preparations must be made without delay if, as seems likely now, President Coolidge calls Congress to convene in October instead of December.

The introduction of a federal bill will shift the scene of campaign temporarily at least from the state legislatures to Washington. Agitators for anti-cosmetic legislation occupy two camps. Fostered by the American Medical Association, there is no doubt that that organization intends to claim the credit for federal legislation, if enacted, while state legislation has been sponsored by the Association of State Food, Drug and Dairy Commissioners.

State bills probably will not make much headway while Congress is giving consideration to federal legislation. Only eleven state legislatures will be in session next year but all will assemble in January, 1929. Renewed efforts on the part of state officials may be expected at that time, regardless of whether or not a federal statute is enacted with respect to cosmetics.

Lack of unanimity in the American Medical Association on the proposal for cosmetic legislation is apparent, but its advocates in the association will not permit frustration of their purpose by the disinterest of a majority of the membership. They have the resolution adopted by the House of Delegates at the May convention as their commission.

It is understood that the bill to be brought forward by the American Medical Association will take the form of an amendment to the Food & Drugs Act, prohibiting shipment in interstate commence of any toilet preparations containing positively poisonous ingredients and declaration on labels of any ingredients which are potentially harmful. In principle, at least, this proposed legislation will have the moral support of the U. S. Public Health Service, and when the time comes officials of that bureau as well as of the Food, Drug and Insecticide Administration, which would be charged with its enforcement, probably will be called on by Congress to express their views, both on the merits of the legislation and on enforcement methods.

Dr. Hugh S. Cumming, Surgeon General of the Public Health Service, recently made public a statement in which he says in part:

"Of course, no one will deny that irritant and even caustic drugs applied as cosmetics have a legitimate and important field of usefulness; but the abuse of these drugs because of the misleading claims made in connection with many of the so called cosmetics involves a menace to health that should be guarded against. Over 35 years ago a writer, in discussing this subject, said:

"'It is a reproach to modern civilization that one should find occasion in this day of enlightenment to raise his voice against the use of cosmetics.'

"If it was a reproach 35 years ago, how can the necessity for a discussion of this subject be regarded to-day? And yet the reports show that there has been since 1879 a steady growth in the number of establishments producing cosmetics and in the amount of the product produced."

Helpful and a "Wonderful Reference"

(Bertha Burkett Co., Inc., Toilet Preparations, New York City)

We have enjoyed your publication and found it helpful and a wonderful reference at all times.

Dr. Doran Now Heads Prohibition Bureau

First Hearing Granted to Our Trades on Attempt to Include in New Regulations the Old Liquidated Damage Provision

WASHINGTON, June 15.—Reorganization of the Prohibition Bureau is practically completed and L. C. Andrews will retire as Assistant Secretary of the Treasury, August 1, confident that he leaves administration of the prohibition law, as it affects both medicinal and trade uses of distilled spirits in competent hands. Seymour Lowman, of Elimra, N. Y., appointed to succeed Mr. Andrews, will come to Washington soon.

Dr. James M. Doran now is actively at work as Commissioner of Prohibition and his appointment to the position is widely applauded by the alcohol-using trades. He made his first bow as Commissioner at the convention of the Flavoring Extract Manufacturers' Association, in Richmond this month. Herbert H. White, former prohibition administrator for Maryland and the District of Columbia, is the Assistant Commissioner and James E. Jones and L. G. Nutt are the deputy commissioners.

An appointment which has also met with the approbation of the trade is that of William V. Linder as head of the technical division, the position formerly held by Dr. Doran. Under the old regime, he was chemist in charge of the bureau's laboratories.

Carrying Out Andrews' Plans

The scheme of organization towards which Mr. Andrews has worked during the last two years will be finally completed with the promulgation in the near future of Regulations 1, a manual covering both the administrative and field work of the bureau. The draft which has been prepared will be given final consideration at conferences in Washington beginning July 11 of district prohibition administrators.

Only one vital objection has presented itself to the revised regulations. That is the incorporation of a 25 per cent liquidated damage clause in proposed Form 1530, Revised. This new bond is intended to succeed Form 1530A, which is still in use under Regulations No 60, and is a revival of Form 1530 prescribed in the autmun of 1922. On protests by the alcohol using industries at that time against the provision of 25 per cent forfeiture, 1530A, a non-forfeiture bond was prescribed in December, 1922.

Representatives of the trades on June 4 called on Commissioner Doran, with a request that inclusion of Form 1530, Revised, should be reconsidered before official promulgation. It should be stated that the new regulations were drafted before Dr. Doran received his appointment as commissioner.

Prominent Men in Delegation

The delegation included Harry B. Thompson of the Proprietary Association; W. L. Crounse, of the American Manufacturers of Toilet Articles and the National Wholesale Druggists' Association; Carson P. Frailey, of the American Drug Manufacturers' Association; Eugene C. Brokmeyer, of the National Association of Retail Druggists; and James P. McGovern, of the United States Industrial Alcohol Company.

Mr. Thompson presented on behalf of the alcohol-using trades a brief in which he set forth legal objections to the condition in the bond requiring the payment of 25 per cent of liquidated damages.

"It is unthinkable," he said, "that the statute contemplates that two forms of bonds may be required to ensure compliance with the prohibition act or that it authorizes private agreements between the commissioner and the permittee. The damages or compensation to which the government is entitled cannot be stipulated or liquidated. Recovery can only be made in a civil action and the government is limited in such recovery to the actual loss or damage suffered.

"The liquidated damage provision is an attempt by the executive branch of the government to superimpose, upon the penalties provided for in the law, an additional fine or penalty and, therefore, the provision is amendatory to the law and is an invalid exercise of the legislative power. The provision will either render the entire obligation void or be treated by the courts as mere surplusage, or as an alternative to the above, if the courts, do not declare the entire legal obligation void or treat the provision as surplusage, it must be considered as reducing the penalty to 25 per cent of the penal sum named in the bond and thereby limiting the total obligation under the bond to such 25 per cent. The bond is not a form of recognizance, although apparently the draftsman has considered a bond of that kind to ensure compliance with the National Prohibition Act as a form of recognizance.

Obligations Should Comply with Law

"Presumptively all obligors will be relieved from penalties and damages provided there is a strict compliance with the terms of the bond. Also, presumptively, all good citizens will obey the law and there will be no such violation. The Government, however, does not rest upon this presumption but will secure itself against loss in case of violation by exacting a bond. This being true, permittees in obliging themselves, must insist that such obligation as the Government imposes upon them shall be warranted by law.

"Users of non-beverage alcohol know that this provision will increase premiums. It will, in the opinion of the undersigned, jeopardize the Government's security. As representatives of legitimate users of distilled spirits we respectfully request that the provision in the form of bond with respect to liquidated damages shall be deleted."

The brief carried the signatures of members of the delegation which called upon Dr. Doran and also, by authorization, of A. W. Murray, for the United Drug Company, J. M. George, for the Interstate Manufacturers' Association; Thomas J. Hickey, for the Flavoring Extract Manufacturers' Association; and James F. Pickett, for the United Medicine Manufacturers of America.

Adding a Musician

A Mid-Western newspaper in a tribute to the late Joseph Pennell, writes J. W. N. (Philadelphia), stated:

"Mr. Pennell was a personal friend of the late James MacNeil, whistler."—*Christian Evangelist.*

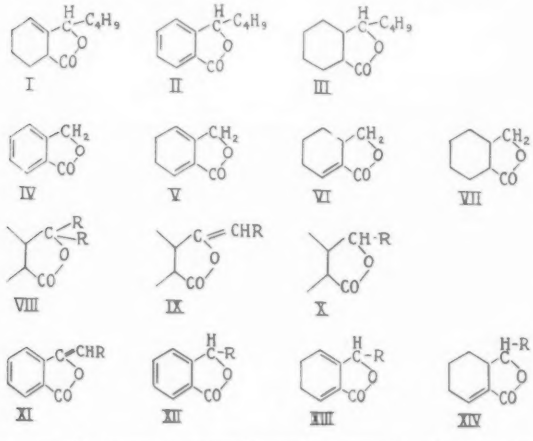
Derivatives of Phthalides in their Bearing upon Relation Between Constitution and Odor*

Synopsis prepared by Paul G. I. Lauffer, Fritzsche Fellow at Columbia University

Sedanolide (I) was prepared by Ciamician and Silber in 1898, and found to possess a pronounced celery odor. Its oxidation product, butyl-phthalide (II), and its reduction product, hexahydro-butyl-phthalide (III) also possessed celery odor.

Belingozzi and his co-workers have now prepared alkylidene and alkyl derivatives of the following compounds: phthalide (IV); Δ2,6-hydrophthalide (V); Δ6-tetrahydrophthalide (VI); and hexahydrophthalide (VII).

None of these four fundamental compounds has an odor similar to that of celery. Phthalide has a bitter-almond odor, and the three hydrophthalides shown have terpenic odors. Substitution of two atoms of hydrogen of the phthalide ring by alkyl groups, giving compounds of type VIII, develops a weak odor, only slightly reminiscent of celery. Substitution of the two hydrogens by an alkylidene group (type IX) gives a more intense and more celery-like odor, though tending somewhat toward sickening sweetness. Replacement of a single hydrogen by an alkyl group



(type X) gives compounds much nearer in odor to the celery type.

The aromas of the monoalkyl derivatives of tetrahydro- and hexahydrophthalide are nearer to the true celery odor than the monoalkyl-phthalides and -dihydrophthalides. The intensity of odor increases with increase in size of the alkyl group. Aryl-phthalides and aryl-hydrophthalides have not celery-like odors.

The compounds described by the authors fall into four groups (XI, XII, XIII, XIV). Of type XI, the ethylidene ($R=CH_3$), melting at 69°, the propylidene ($R=C_2H_5$), b_{12} 170°; the isobutylidene ($R=—CH(CH_3)_2$), m 97°; and the butylidene ($R=—CH_2C_2H_5$), m 82-3°; were prepared. They had odors somewhat like celery, but tending toward the sickening-sweet.

Of the type XII, the ethyl ($R=C_2H_5$), m 12°, b_8 143°; the propyl ($R=CN_2C_2H_5$), b_{10} 154°; and the isobutyl ($R=—CH_2CH(CH_3)_2$), b_{10} 159°; were prepared. They had rather spicy, celery-like odors.

Of type XIII, the methyl ($R=CH_3$), b_{14} 148°; the ethyl ($R=C_2H_5$), b_{10} 151°; the propyl ($R=—CH_2C_2H_5$), b_8 160°; and the isobutyl ($R=—CH_2CH(CH_3)_2$), b_{10} 164°; were prepared. They had celery odors. The phenyl derivative ($R=C_6H_5$) was also prepared It b_{14} 192-3° and had a turpentine odor.

Of type XIV, the methyl ($R=CH_3$), b_{18} 145°; the ethyl ($R=C_2H_5$), b_{10} 151°; the propyl ($R=CH_2C_2H_5$), b_{20} 185°; the isobutyl ($R=—CH_2CH(CH_3)_2$), b_{10} 161°; and the butyl ($R=—CH_2CH_2C_2H_5$), b_{17} 188°; were prepared. All had celery odors. The last-named was isomeric with sedanolide, and had practically the same odor. The phenyl derivative ($R=C_6H_5$) b_{14} 197-8°, had the odor of turpentine.

The authors intend to extend their studies to the phthalimidines and hydrophthalimidines corresponding to the above compounds, to get further data on the conditions determining the appearance of celery odor.

* Synopsis of several papers by Berlingozzi and collaborators appearing in recent issues of *Gazzetta Chimica Italiana*.

London Chemists' Exhibition Again a Success

(*Special Correspondence*)

LONDON, June 15.—The annual London Chemists' Exhibition has just been brought to a successful conclusion. This is the first exposition of the kind since 1925, the 1926 fixture being cancelled owing to the coal strike. The exposition this year was held in the spacious Holland Park skating rink, a much larger building than that hitherto requisitioned, and one which permitted all the exhibits to be featured on one floor in place of two as in previous years.

There were in all 104 exhibitors, of which some 45 were either directly or indirectly interested in the manufacture of perfumes and toilet preparations. Many of the firms offered special inducements to purchasers at the exposition; some gave details of national advertising campaigns shortly to be embarked upon which would benefit purchasers of branded lines, and others specialized in "own name" productions to be labeled with the retailers' own names and trademarks upon purchases being transacted.

Among the firms which had displays were the following:

J. M. Smith & Co., Ltd., dental creams and allied products; Titterton & Howard, perfumes and sundries; Francis Newbery & Sons, Ltd., shaving soaps and powders; Eugene Rimmel, Ltd., perfumes, soaps and toilet preparations; Morny Freres, Ltd., perfumes, bath salts and powders; F. C. Calvert & Co., medicated soaps; Jules Lang & Son, fancy bottles and boxes; Wright, Layman & Umney, Ltd., a general line of toilet preparations; Parfumeries de Paris, Ltd., a line of Houbigant and Cheramy perfumes; Gladys Cooper Beauty Preparations, creams, powders and other preparations; Robert W. Phillips, Ltd., toilet soaps; Fassett & Johnston, Ltd., hair preparations; Kolynos Incorporated, soaps and dentifrices; Atkinson, a line of perfumes and toilet preparations; Palmolive Co., soaps, shaving creams and other products; Happels, Ltd., bath salts and other preparations; T. F. Bristow & Co., perfumes and toilet soaps; Piesse & Lubin, Ltd., perfumes and kindred articles; Tokalon, Ltd., powders and compacts; Jeyes Sanitary Compounds Co., Ltd., medicated soaps; Nilde Agency, powders, rouge and perfumes; Allwood Bros., carnation perfumes.

The Fox Industry

Fox raising has been so profitable in Prince Edward Island that the industry is now extensively carried on in southeastern Alaska. The shipment of furs and skins amounted to more than $3,300,000 last year. Most of this amount is represented by blue and silver foxes.—*Scientific American.*

Official Record of F. E. M. A. Convention

Proceedings of Meeting at Richmond, Va., June 1, 2 and 3, 1927

D. T. GUNNING
(President)

LESLIE K. TALMADGE
(First Vice-President)

GEORGE H. BURNETT
(Second Vice-President)

E. L. BRENDLINGER
(Third Vice-President)

THOMAS J. HICKEY
(General Counsel)

FRANK L. BEGGS
(Treasurer)

ROBERT E. HEEKIN
(Secretary)

Officers of the F. E. M. A. for 1927-28

President—D. T. GUNNING, of Chicago, Ill.

First Vice-President—L. K. TALMADGE, of Hartford, Conn.

Second Vice-President—GEO. H. BURNETT, of Boston, Mass.

Third Vice-President—E. L. BRENDLINGER, of Norristown, Pa.

Secretary—ROBERT E. HEEKIN, of Cincinnati, Ohio.

Treasurer—FRANK L. BEGGS, of Newark, Ohio.

General Counsel and Executive Secretary—THOMAS J. HICKEY, 1238 First National Bank Building, Chicago.

Executive Committee (in addition to the above named officers)—FRANK M. BOYLES, New York City, FRED S. ROGERS, Middletown, N. Y., DR. J. A. HANDY, Buffalo, N. Y., W. F. MEYER, St. Louis, Mo.

The Eighteenth Annual Convention of the Flavoring Extract Manufacturers' Association of the United States, held at the Jefferson Hotel, Richmond, Va., June 1, 2 and 3, proved to be in many respects the most successful as well as the pleasantest of the long series of annual meetings held by the association. The attendance was well up to the marks set by previous conventions. The business sessions were conducted with efficiency and dispatch and much of value to the members was brought out not only in the formal papers and reports but also in the general discussion which seemed this year even more general than is usual. The entertainment features provided a real taste of the famous Southern hospitality which all in attendance will long remember.

The convention was formally opened by President D. T. Gunning who appointed the following special committees:

Resolutions: F. L. Beggs, chairman; F. M. Boyles, J. A. Handy, B. J. Fishburn, T. J. Hickey.

Nominating: B. H. Smith, chairman; F. S. Muchmore, W. M. McCormick.

Auditing: G. S. Stanley, A. F. Wussow, C. W. Jennings, Jr.

After an invocation by Rev. Dr. Goode, the delegates were welcomed to the city of Richmond by Dr. W. B. Foster, representing Mayor J. F. Bright of the City of Richmond. Dr. Foster expressed the good wishes of the mayor and people in an effective address, to which the reply was made by F. L. Beggs, who thanked Dr. Foster for his good wishes and expressed the appreciation of the convention for the hospitality of the city.

C. F. Sauer reported for the convention committee, telling of the plans for entertainment during the meeting. He was followed by President Gunning who outlined the work of the association during the last year and plans for the future in the following address:

President Gunning's Address

The annual address of President Gunning was as follows:

"*Gentlemen:* It is indeed a real pleasure, as well as a special privilege as president of your association, to welcome you to this, our eighteenth annual convention. Accept my cordial greetings and best wishes that the sessions may be pleasant and profitable to all of us.

"Following the usual custom the President presents a summary of the activities of the association during the past year, leaving to the various committees the privilege of presenting more detailed reports of their particular activities.

"*Executive Committee Meetings*—Since our last Convention five meetings of the Executive Committee have been held, namely:

June 11, 1926, Briarcliff Lodge, Briarcliff Manor, N. Y.
September 24, 1926, Granville Inn, Newark, Ohio,
January 21, 1927, Astor Hotel, New York City, N. Y.
April 22, 1927, Jefferson Hotel, Richmond, Va.
May 31, 1927, Jefferson Hotel, Richmond, Va.

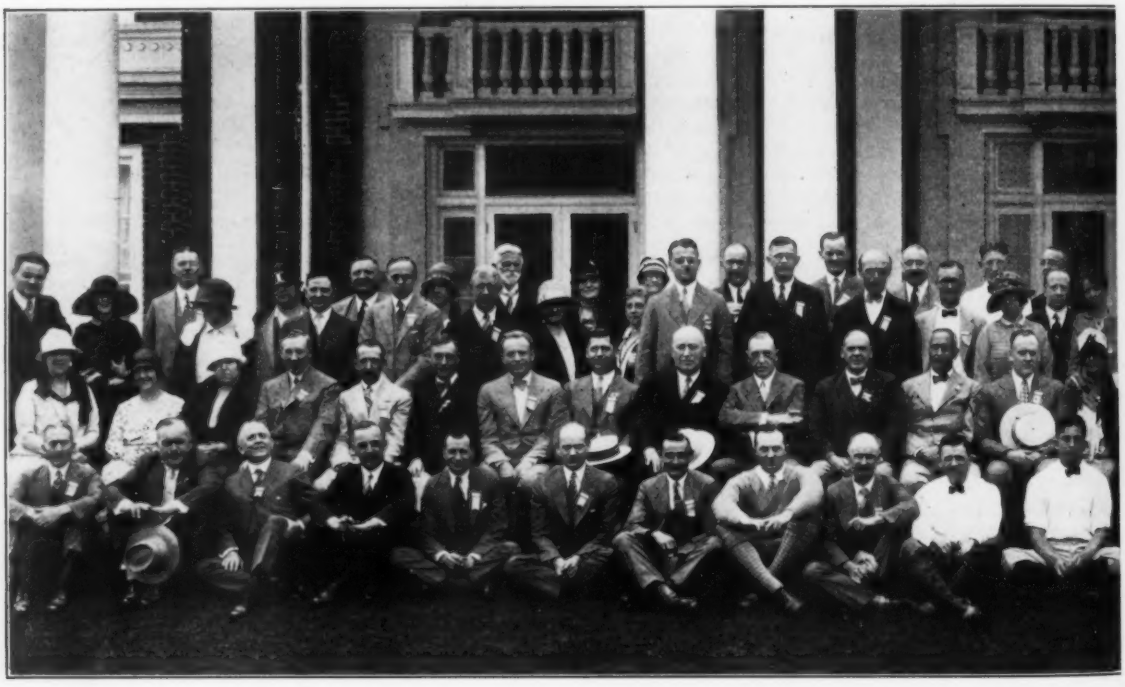
"These meetings were all well attended and every consideration and attention given to the work of the Association.

"*Trade Circulars*—During the year the Association issued Circulars 220 to 243 inclusive, which gave members necessary information of trade interest. Some of these circulars were most important and are covered in detail in the report of our Legislative Committee. I wish, however, to refer to circulars, No. 228 and No. 231.

"*Circular No. 228, H. Permits*—After much uncertainty as to whether or not the Volstead Act contemplated annual renewal of H. Permits with its attendant clerical burden to industries using alcohol for manufacturing purposes, the Treasury Department finally announced, through T. D. 3925 approved September 1, 1926, that this class of permits would continue in operation until surrendered by the permittee, or a failure of required bond, or revocation on citation and hearing.

"This most welcome modification restored H. Permits to the status enjoyed prior to the issuance of T. D. 3773, November 14, 1925, and T. D. 3774 of November 19, 1925.

"*Circular No. 231, Chart of Special Labeling Requirements*—This was "made" by our Counsel and Executive Secretary, Thos. J. Hickey, and is, I am sure you will agree, of inestimable value to our members. It was prepared for use as a preface to the digest of laws and is a ready reference to Special Laws and Regulations affecting the composition and labeling of Flavoring Extracts for household use. Mr. Hickey deserves our unstinted praise for this valuable work.



FLAVORING EXTRACT MANUFACTURERS

"*Postal Changes*—During the last session of Congress five separate measures were passed by the House, making amendments and changes in the classification of mail matter and reduction of rates on certain of these classes.

"The Senate Committee to whom these measures were referred consolidated them into one bill which was subsequently passed by the Senate. However, the Senate and House conferees failed to agree and consequently no action was taken upon postal rates, but we feel confident that, in its next session, Congress will give this important matter the attention it deserves.

"*Reorganization of Bureau of Chemistry*—In the appropriation for the Department of Agriculture for the fiscal year ending June 30, 1928, Congress approved the proposed reorganization of the Bureau of Chemistry, which now becomes the Bureau of Chemistry and Soils.

"*New Unit In National Food and Drugs*—The regulatory work involved in the enforcement of the National Food and Drugs Act is placed with a newly created unit carrying the title of Food, Drug, and Insecticide Administration under the supervision of a Chief Administrator appointed by the Secretary of Agriculture.

"Relative to these bureau changes the Department of Agriculture has informally stated that they are purely formal and that there will be no changes in the present policy of administration of the Acts involved.

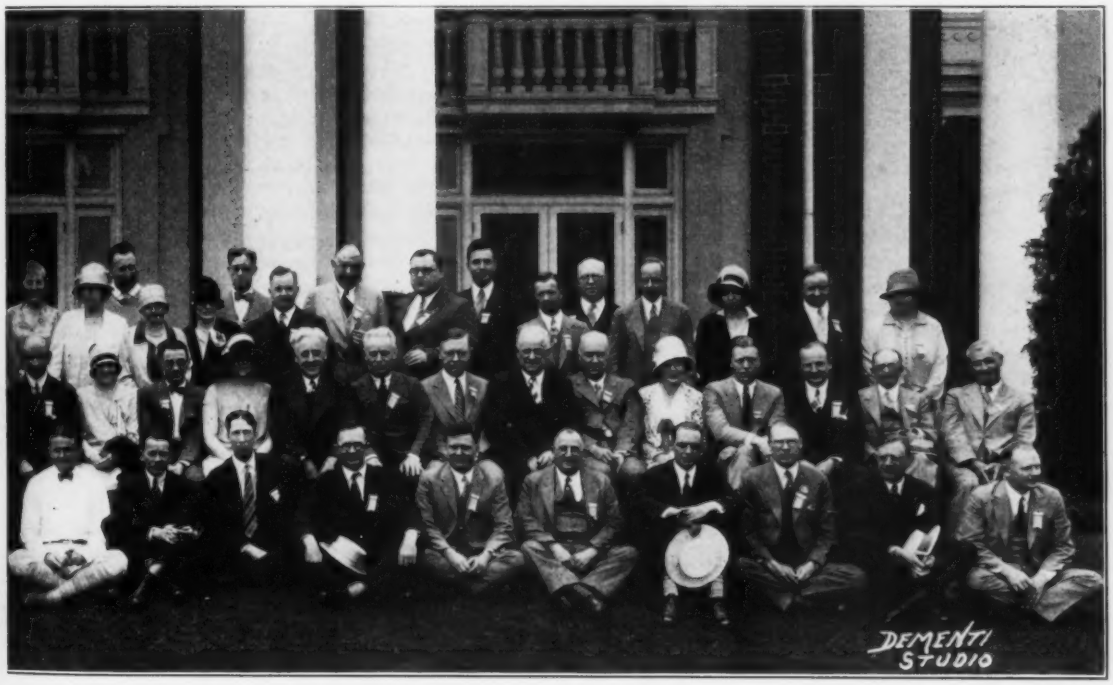
"*Legislation*—The past year has been extremely active in a legislative way. Not only Congress but forty-five State Legislatures have been in session. A large number of bills were introduced in the various legislatures, many of which vitally affected our industry.

"Through the vigilance and activity of our Legislative Committee so ably conducted as in years past by our lamented friend, Richard H. Bond, and our Attorney Thomas J. Hickey, it is gratifying to report that all bills antagonistic to our industry have been defeated.

"*Sectional Organizations*—Our Association and its Legislative Committee is practically powerless, as are kindred national trade organizations, to do anything with bills of a local nature, because State Legislatures resent what they term "outside interference." It is therefore, urgently necessary where local or State bills are to be considered that action for or against such bills be taken by our local members. The only help our National Association can give in local or sectional matters is to point out the advantages or dangers of proposed State legislation.

"I am strongly in favor of what we know as "sectional organizations," the formation of local groups of members of our Association, similar to those in operation in Chicago and Boston, for instance. These sectional groups not only invite the members to meet in good fellowship to discuss business matters but place upon each individual member the duty to take real active part in legislation which may affect our industry in their section or locality. In other words, these sectional organizations serve as clearing houses for all local and national problems affecting their business. I respectfully recommend "sectional organizations" to the membership as a practical working feature in the interests of our association.

"*Recognition of Mr. Hickey's Services*—A report of the activities of our Association would be singularly incomplete without acknowledgment of the very able services of our General Counsel and Executive Secretary, Thomas J. Hickey. His skill in executive work, his keen knowledge of the legal aspects of matters affecting our industry and



AT THE COUNTRY CLUB OF VIRGINIA

association, his watchfulness of legislative doings and untiring energy in seeing things through to a finish, and a successful finish, have contributed very largely indeed to the success of our Association.

"Frankly and cordially I acknowledge the sterling worth and ability of Mr. Hickey and his invaluable services to me during my term as president. Many questions and problems were presented to him and cheerfully answered and he offered valuable suggestions that enabled me to advise the membership clearly on important matters. He and I are members of the Chicago Sectional Organization and I can assure you that he never missed a meeting of that Association during the year, being as active in that section as he is in our National Association.

"Educational Advertising Committee—This Committee was appointed by the resolution of the Convention last year and assigned the duty of preparing a booklet for the use of the membership and to devise ways and means for securing the necessary funds to properly promote this work.

"It seems to me that the wisdom of the appointment of this Committee with power to act has been well justified by the work of the Committee in the preparation, publication, and distribution of the booklet, "The Story of Vanilla." I therefore, recommend an amendment to our By-Laws so that a *Standing Committee* to be known as the Educational Advertising Committee can be established. This Committee should be provided with power to consider and formulate plans for promoting more general use of extracts, their suggestions to be approved by the Executive Committee. If so approved, the Educational Committee to be authorized to formulate ways and means to secure the necessary funds to carry out the approved plans and suggestions.

"Trade Relations Committee—As our members know from the questionnaire recently sent to them, the Trade Relations Committee is in action. This is the Committee appointed in response to the invitation from the U. S. Chamber of Commerce to work in conjunction with it and other great trade organizations. I believe this is a desirable addition to our activities and I recommend that the Trade Relations Committee be made one of our Standing Committees.

"New Membership—The Membership Committee has been particularly active during the past year. Their efforts were directed to securing members of good name and business standing, thus maintaining the high standard set for membership in our Association.

"We are proud, and justly so, of the enviable position which our Association occupies in trade organizations, a position which can only be maintained by the full cooperation and vigilance of our membership. Let us, individually and collectively, render our best services to justify the good reputation enjoyed by our Association.

"Tribute to R. H. Bond—While recognizing that our Convention program provides a special occasion to honor the memory of our late associate, I cannot close this report without a tribute to the passing of Richard H. Bond. My affection for him was deep and personal in nature. He was an inspiration—a lovable, cheerful, loyal friend. Gifted with high qualities of business leadership, he became—and remained for many years right up to the time of his death—one of the most energetic, devoted and courageous leaders of our Association.

"Conclusion: Personal Acknowledgment—I take this opportunity to thank each member of the Executive Committee and all other officers of the organization, as well as the members themselves, for their hearty cooperation in the work of the Association during the tenure of my office as president. This cooperation proved that success of an organization can only be attained by the combined efforts of officers and members. Whatever success we have had during the past year—and it is fair to say we have enjoyed not a little—is due to the fine spirit of cooperation of the entire membership. You and I have worked with one leading idea—the welfare of our Association. May we ever work in that spirit.

"Gentlemen: Your friendly and valuable assistance all through the year is sincerely appreciated by me. Thank you!"

The report of the president was approved with applause.

Executive Secretary's Report

Thomas J. Hickey, executive secretary and counsel for the association, read his annual report which outlined the activities of his offices during the year as follows:

"I submit herewith my report as Executive Secretary and General Counsel of the Flavoring Extract Manufacturers' Association of the United States for the period from June 11, 1926 to June 1, 1927.

"Since our last Convention, a total of $9,812.50 was collected and forwarded to the Treasurer, representing dues and fees for the year ending June 1, 1927.

"Statements for 1927 dues already have been mailed out and checks are coming in rapidly.

"During the year four new members were elected, as follows:

S. Gumpert & Co., Inc., Brooklyn, N. Y. Active Member.
L. Perrigo Company, Allegan, Mich. Active Member.
Food Materials Corp., Chicago, Ill. Active Member.
Seeley & Company, Inc., New York, N. Y. Asso. Member.

"Since our last Convention, there has been five meetings of the Executive Committee as follows:

June 11, 1926, Briarcliff Manor, Briarcliff, N. Y.
September 24, 1926, Granville Inn, Granville, Ohio.
January 21, 1927, Hotel Astor, New York, N. Y.
April 22, 1927, Hotel Jefferson, Richmond, Va.
May 31, 1927, Hotel Jefferson, Richmond, Va.

"Matters of importance to the Association were considered at these various sessions of the Executive Committee. On the occasion of the meeting at the Granville Inn the members of the Committee were the guests of Frank L. Beggs, and C. F. Sauer, Sr., was the host at the two Richmond meetings.

"Legislation.—Since January 1, 1927, every State legislature has been in session except Mississippi, Kentucky and Louisiana. Congress also has been in session. A total of four hundred thirty-six legislative bills were received, and given consideration.

"We were fortunate in being able to secure the defeat or satisfactory amendment of practically all objectionable bills, which I claim is a noteworthy achievement, and I think you would all agree to this if you had been in my position during the bombardment. My office sent out one hundred sixteen telegrams alone since January 1st.

"In Ohio, Mr. Beggs organized and carried out a most remarkable fight against a bill which would have greatly restricted the right of general merchants to sell the ordinary domestic drugs. He is entitled to the credit for having

defeated this bill in the face of an organized and vigorous attempt by the druggists to secure its passage. We would have been helpless to stop them if it had not been for the fortunate circumstance that Mr. Beggs happens to live in Ohio and was ready, able and willing to wage the good battle which he did. The Proprietary Association was also interested in this Ohio bill and I have no doubt co-operated with Mr. Beggs.

"We also had trouble in Pennsylvania. A bill sponsored by the Food Department was introduced to prohibit the use of benzoate of soda in certain products. This bill was given right-of-way and some interested people whom I asked to oppose the bill gave up the fight after canvassing the situation in Harrisburg. Dr. F. M. Boyles volunteered to appear before the Committee in opposition to the bill and I called upon E. L. Brendlinger to secure a hearing and make all necessary arrangements, which he did promptly and efficiently. In the meantime both Dr. Boyles and Mr. Brendlinger circularized the Pennsylvania trade to arouse sentiment in opposition to the bill. At the hearing, I am informed Dr. Boyles made a splendid presentation of the scientific data in favor of the use of benzoate of soda, and Mr. Brendlinger, although his firm is not interested in the use of benzoate, supported Dr. Boyles in protesting against the bill. As a result the bill was amended to specifically allow the use of 1/10 of 1% of benzoate of soda. I give Dr. Boyles and Mr. Brendlinger full credit for winning this fight. Mr. Brendlinger later in the session also was instrumental in securing the amendment of a drug bill in Pennsylvania, making two special trips to Harrisburg for that purpose, on the last occasion being joined by Harry B. Thompson, General Counsel for the Proprietary Association, who stood firmly for the amendment or defeat of the bill.

"Richard H. Bond, for so many years the chairman of your Legislative Committee, passed away on March 9, 1927. It is not my purpose to attempt to eulogize his memory. That is a task which will be undertaken by those better qualified to do it as it should be done. All I can say is that in the passing of Mr. Bond the Association has lost a guiding genius and each of us has lost a real, true friend.

"C. L. Fardwell who has been acting for the Legislative Committee has done a vast amount of work in co-operation with my office. He has been prompt and efficient in all legislative matters and is entitled to due credit for the success which has crowned our work in this field.

"In our legislative work we have been greatly assisted by the co-operation of E. F. Kemp, General Representative, and Harry B. Thompson, General Counsel of the Proprietary Association. And we feel we have been of some help to them in cases where their interests and ours were the same.

"This report is necessarily a mere skeleton outline of the activities falling within the jurisdiction of my department the past twelve months. A volume might be written about any one of the many things which have come up, been attended to and forgotten since our last convention.

"*Conclusion.*—In conclusion, you should be proud of your Association which is one of the best that I know of. You owe a lot to the splendid men who, year after year, have given so freely of their time and talents to perfect this organization. Mr. Gunning, your President, has proved himself a worthy successor to the able men who have preceded him in that office. The other officers and the members of the Executive Committee have contributed their full share towards making this Association worth while.

"For my part, I have found a real pleasure in doing the work alloted to me especially since it has brought me into association with these gentlemen."

The prepared report of the Legislative Committee was read in part by Mr. Hickey. This voluminous report covered the activities of the association in combating unfavorable legislative situations in the various states during the year. Salient features of the report follow:

Report of Legislative Committee

The illness of Mr. Richard Hewitt Bond, your late vice-president and chairman of Legislative Committee, dated from September 3, 1926, although he came to the office of McCormick & Co., Inc., for about three weeks in November last. While suffering intensely, he was mentally alert, and it was not until January 15, 1927, that he was prevailed upon to put aside any thought of leading the legislative fights for the association this year.

In accordance with action taken at the January meeting of your Executive Committee in New York City, your president and attorney visited Mr. Bond at his home on January 22, and secured permission to use his name on all letters issued by the Legislative Committee, this being deemed wise in view of Mr. Bond's many contacts of influence and his handling of this work for so many years. The orderly condition in which Mr. Bond had left his office, and the work he had been doing for so long—defeating adverse bills and keeping the avenues of trade open for the flavoring extract industry, the drug industry and the grocer and general merchant—made it possible for his assistants to continue the legislative work under the guidance and legal advice of Mr. Thomas J. Hickey.

Since January 1, 1927, 43 State legislatures have been in session, either regular or special, which means that only Kentucky, Mississippi, Louisiana and Virginia have not convened, not taking into account Georgia, which will meet on June 22. Florida, Illinois and Wisconsin are still in session.

By far the greatest amount of effort has been directed against drug restrictive sales bills in one guise or another. Nearly every State legislature has had one to as many as five of them. Their enactment would have meant that grocers and general merchants would have been prohibited from selling the ordinary household drugs and medicines. Druggists in Missouri were particularly active as you will note from our specific reports on bills.

Texas had a prohibition measure, which was killed.

In addition to the many bills by which druggists endeavored to monopolize all parts of the drug trade, other classes of measures were offered, affecting outdoor advertising, trading stamps, insecticides and fungicides, hours of employment for women, revenue, net weight and contents, soft drinks, ice cream, caustic acid, cosmetics, local and foreign corporations, itinerant vendors of foods and medicines, &c.

Foreign Corporation Bills

In addition to reports on this class of bills hereinafter given, your attention is called to Resolutions adopted by the Chamber of Commerce of the United States of America, at its annual meeting held in Washington, D. C., reading as follows:

> "*Resolved*: That the Chamber of Commerce of the United States directs attention to the in-

creasing state taxation of foreign corporations and the public detriment of excessive taxation of the kind; and be it

"Further Resolved: That the Chamber of Commerce of the United States hereby suggests to the Chambers of Commerce of the States, respectively, that they give consideration to the problem presented by such taxation in order that it may be duly remedied."

Your Committee believes that these resolutions should be endorsed by our organization.

We wish to thank Mr. Thomas J. Hickey, Mr. F. L. Beggs, Dr. F. M. Boyles, Mr. E. L. Brendlinger, and others of our members named in connection with specific bills hereafter reported on, for their splendid co-operation and intelligent, effective work during the legislative sessions. They have supplemented in a very wonderful way the humble efforts of the Legislative Committee. We are very grateful, also, to the Proprietary Association of America, especially their general representative, Mr. E. F. Kemp, who has rendered invaluable assistance, and to the National Association of Soda Water Flavors.

Additional Members Executive Committee F. E. M. A.

DR. F. M. BOYLES
(Executive Committee)

FRED S. ROGERS
(Executive Committee)

W. F. MEYER
(Executive Committee)

J. A. HANDY
(Executive Committee)

Dr. Doran's Address

Dr. James M. Doran, recently appointed prohibition Commissioner was introduced by J. A. Handy and effectively outlined the work and plans of his department in connection with the alcohol problem. Dr. Doran said:

"President Gunning and Members of the Association: After listening to all these very kind remarks of Mr. Handy, who, as he said, was with me at college, I can't help but feel that his praise was almost as sweeping as the condemnation that was written on the slab which was erected over the grave of a horse thief in the early days in South Dakota which said, 'This man is a bad man in many respects, and in all other respects, a darned sight worse.' (Laughter.)

"In looking back over the seven and a half years since your Association and our Department, then the Bureau of Internal Revenue, had come into intimate touch one with the other in connection with the administration of the prohibition laws, I can't help but feel that this Association composed of you gentlemen has been the chief factor not only in keeping your business in reasonable order under trying conditions, but also one of the biggest assets we have had, so far as the Department is concerned, in so arranging our moves and procedures as to accomplish our purpose which under the law it is our duty to do and to do it in a manner that will safeguard your interests. As individuals, it is impracticable for us to deal with you; as an Association, it has been effective.

"I think that if the Association had not existed for any other purpose and it had accomplished no other purpose than the work it has had with us during the last seven years it would be amply justified, and of course that is only a part of your work, because in these matters, as time goes on, we all realize that business animosities due to composition are really one of the great handicaps to the individual; that what we all want is a little closer touch with each other, a better understanding with our fellows, and in that way we can all do our own work better, we will go home at night with a better feeling, and in the end we will all prosper.

"Trade associations, of which this one is a very good type, perform a very useful service in promoting and developing our modern business ethics, which in my judgment are a part of the foundation of our country's greatness today, not only in a material sense but in a moral sense as well.

"I am greatly pleased to be able to be with you again at your annual meeting. It is especially pleasing to me because in this association I number many good personal friends. Events have moved rather rapidly with me in the past ten days and subsequent to the time I accepted the invitation of Mr. Sauer to attend your meeting.

"I hope you will pardon a little personal note. During my years of service in the Department in which I made many contacts on official matters and developed friendships in dealing with our common problems, there was no friendship which I valued more highly than that of Dick Bond. When I recall the hard, earnest work that he did, both for you and for the Department, and above all his honest mindedness, tempered in all his dealings with a kindly human spirit, I feel in my present position a sense of personal loss.

"His good counsels would aid me now more than ever. Dick Bond was a gentleman, who aided his fellows. Is there much more that we could say of him?

"This Association is testimony to his efforts, and I am sure that a continuation of the work along the lines laid out by him is a worthy tribute.

"The past year has developed its own problems in your industry in its relations to the Bureau of Prohibition, and

we have corresponded with Mr. Beggs from time to time on special problems which concern us all. Your industry still suffers from a form of piracy, in which unusual types of so-called alcoholic imitation flavoring extracts bear a large part. That these types are not manufactured or sold by your membership only adds to the difficulty of the problem.

"We expect the new regulations will ameliorate this to the extent that regulations are effective, but in the last analysis the stoppage of the wildcat manufacture and sale of these spurious, thinly-disguised beverages is a matter of invoking the criminal statutes.

"It is futile to threaten or even predict the course of future action, but I do say that I will exert my utmost effort to relieve you of this unfair competition.

"The organized flavoring extract industry has fully established its good faith under the National Prohibition Act.

"Our new regulations are in tentative form and discussion has already brought out valuable suggestions. Let me say that the regulations in their final form will fully safeguard your industry, enable you to secure your necessary supplies and, in so far as I am able, will be administered in a helpful and constructive manner.

"I have no personal policy to outline. The law itself outlines the Department policy and establishes your rights. It goes further than the mere conferring of rights. It directs that it be administered in a manner that will promote your legitimate interests while exerting every effort to prohibit the use of alcoholic preparations of every type for intoxicating beverage purposes.

"To accomplish these purposes I want your continued support.

"Good results, as a whole, are made up of wise action on details. Your research committee I hope, will continue to assist us in the formulation of standards for new products and in the further study of existing products where improvements can be made. Your executive committee can continue to act with us on general regulation matters affecting your industry and, last of all, may I not count on each of you individually in your relations with all of our offices to help us to help you. My office door will always be open to you and I hope that you will not forget the mails, as I want to hear direct from you on things on which I should be informed.

"The Bureau of Prohibition is one of the infants of the Government family, but it hopes to grow in strength and wisdom. I trust that a year hence we will have strengthened the cordial relations we now have with you.

"Now I want to say a few more words about these imitation flavoring extracts, wholly informally. It is a problem that I feel is a grave one for you and for us. Our new regulations will outlaw certain imitation extracts by name, such as allspice, and caraway, etc. Mr. Beggs is familiar with the list and the tentative regulations carrying the same.

"I am not at all certain that it will be wholly effective. It is quite possible to coin new names and to practically put the Department in a position where permits will have to be issued. I wish we could devise some kind of a broad statement that would have the effect of outlawing these new types until we specifically approve them. I am going to give that some consideration. I am talking about things that will come up in a new way and outside the line of established products.

"Unfortunately, the manufacture and sale of many of these preparations is carried on by people who do not hold permits. They have access to supplies of alcohol obtained il-

FLAVORING EXTRACT MANUFACTURERS GROUP AT SAUER'S JAPANESE GARDEN

legally, in many cases, I am sorry to say, by the recovery of completely denatured alcohol. We have had a number of instances where we have been certain that people have taken recovered denatured alcohol, partly cleaned, and made so-called flavoring extracts, and they go out to the trade and are circularized in a broadcast blatant manner at prices that are upsetting to everybody.

"The problem of reaching them of course involves criminal investigation. That is something that regulations cannot meet. Local authorities can do a great deal in stopping the ultimate retail sale. Our own Federal officers may accomplish something in the way of stopping wholesale distribution, although that is, in the end, ineffective inasmuch as none of these methods of attack reach the heart of the problem.

"I am going to endeavor to apply all the gray matter I have to get at the meat of this thing. If I could attend your meeting a year hence and be able to stand up here and to say to you that the time has passed when non-permittees can sell impure extracts for beverage purposes to your detriment and in violation of the prohibition laws, I would think I had put in a very good year's work, and I am going to work along that line.

"Now, there is another matter that may have disturbed you gentlemen in the various districts, and that is the status of what I will term the so-called soluble flavors for soft drink purposes and for ice cream and various food manufacturing operations. The established standards in the regulations apply to what we all know as the household extracts. They are not applicable to the soluble flavors; inasmuch as the soluble flavors are in their nature more or less of trade secrets, they are not susceptible to standardization by means of what we call open standards, and it has been quite difficult for us in the districts where many permittees are operating to give to our own officials a clear understanding of the distinction between soluble flavors and household flavors.

"Now, at Mr. Beggs' suggestion, we will have in the new regulations some statements that will clear that matter up, I hope, and it will not be continually annoying to you gentlemen if you want to put out a new drink flavor.

"The development of the soft drink business, of course, has produced many new flavors and will continue to produce many more new flavors, and it is quite necessary that we establish within our own department a very clear distinction between the two classes. Now, for lack of specific standards on these soluble flavors, we are compelled to go back to the wording of the law itself which states in brief that these preparations may contain only sufficient alcohol to extract, preserve and hold in solution the ingredients, and in addition be unfit for use for intoxicating beverage purposes. That will leave the matter largely to one of judgment, and rightly or wrongly, it will be up to us in the Department to exercise that judgment. I hope we are able to exercise it fairly and not injuriously, and at the same time, I hope we are able to look on it with sufficient rigidity to keep out of trade, products which will discredit all of us.

"I have no other special matters that I want to take up with you at this time, but I do want to close with an expression of real pleasure at the warm reception you have given me. I know the tough job I am up against. I haven't the slightest bit of confidence in accomplishing miraculous results. Such things in a great social and industrial problem like prohibition are not given to the ordinary mortal man. These things must in the very nature of the case work themselves out slowly. But I want your help in the time that I am in office to keep me on the progressive road. I think that we can look forward to a situation unchanged as to the immediate future. Personally I see no signs of change in the basic law and I believe we should all honestly order our course of business and affairs to meet it in the fullest, frankest, fairest manner possible. I want to have a decent administration. I want to see that your interests are conserved. I want to see that the prohibition laws are as effectively enforced as they can be with the machinery Congress has given us. I think the public expects a strong, forceful, constructive administration of the prohibition laws. It will be my endeavor to work along these lines."

Report of the Research Committee

F. L. Beggs reported for the Research Committee as follows:

"The work of the Research Committee has not been very strenuous during the past year, but several matters have been under consideration, and decisions reached therein, that will have a tendency to eliminate some of the objectionable practices of manufacturers who are not inclined to conform to either the letter or the spirit of the law governing the sale of flavoring extracts for legitimate use.

"After Jamaica ginger had been put upon the restricted list, certain manufacturers placed upon the market an imitation pear extract to take the place of the ginger preparation. The sale of this product reached such proportions that its abuse was soon under investigation by the Prohibition unit and steps taken for its abatement.

"Then followed a suddenly increased demand for imitation allspice, a flavor practically unknown to most of our members and by them considered a negligible factor in the flavoring extract industry. There being no demand for imitation allspice, no standard had been fixed and it was apparently compounded with varying percentages of alcohol and in a manner that would make it susceptible to use for beverage purposes. These abuses were so great that requests were sent the Research Committee by Dr. James M. Doran, and Hon. James E. Jones of the Bureau of Prohibition asking our advice, cooperation and assistance to combat this growing evil by establishing certain new standards.

"Your committee was of the opinion that drastic measures were necessary in the establishing of standards, as well as in the withdrawal of permits so flagrantly violated. The establishing of standards was taken up by the research committee, and without going into detail as to suggestions made and the work done, we are glad to report that we are in full accord with the Department's proposed regulations which will shortly appear.

"Regulations No. 60 after revision will be known as Regulations No. 2 of the Bureau of Prohibition.

"Regulations No. 2 when approved, will prohibit the manufacture and sale of imitation allspice, anise, caraway, kummel and nutmeg. This will work no hardship upon our members as provision has been made and standards fixed for the manufacture of these extracts, suitable for all legitimate purposes, from the true oils, and of a percentage that will make them unfit for beverage use.

"In the case of imitation pear extract, the ether and ester content is increased to 5 per cent which is also the present standard for imitation flavors of apple, apricot, grape, peach and rum. Comparatively few of our members are found among those who are charged with making this change necessary or with failure to comply with the

FLAVORING EXTRACT MANUFACTURERS ASSOCIATION GROUPS

1. Mrs. D. E. Palmenter, Mrs. S. J. Schwarzwalder, Mrs. Lee Green, Miss Helen Manly, Mrs. O. C. Manly. 2. James S. Schmidt, Mrs Russell R. Sloan, Russell R Sloan, Mrs. F. M. Boyles, Dr. F. M. Boyles, Hans Triest. 3. George W. Stevens, R. R. Sloan, Charles L. Senior. 4. F. S. Muchmore, A. D. Armstrong. 5. Guy Stanley, L. K. Talmadge, W. A. Upham, J. Edward Young, Jr. 6. C. B. Cadwallader, Matt P. Will, C. F. Sauer, Jr. 7. Mrs. Matt P. Will, Mrs. C. F. Sauer, Jr., P. C. Magnus, Chester A. Smeltzer. 8. Standing, Thomas J. Hickey, B. J. Fishburn, D. T. Gunning, Charles W. Jennings, Jr., Seated: L. K. Talmadge, E. L. Brendlinger 9. W. M. McCormick, C. F. Sauer. 10. F. C. Thiele, Clark Nowland, C. S. Purcell, George H. Burnett. 11. Standing: A. F. Wussow, Russell Elliott, S. J. Schwarzwalder, Seated: J. P. Roosa, M. B. Zimmer, W. F. Meyer. 12. C. F. Sauer, L. K. Talmadge, George H. Burnett, E. H. Rucker. 13 and 15 Miss Elinor Fry's Dancers. 14. Gallery at first tee for golf tournament.

letter of the law; but the few who knowingly fail to conform to the high ethical standards required for membership in the Flavoring Extract Manufacturers' Association are a detriment to our progress, a menace to our existence and so great a source of work and worry to the Research Committee that we would prefer their resignation rather than a check for their next annual dues.

"It is the desire of this Association to safeguard all legitimate and necessary flavoring extracts. To accomplish this, it is necessary and essential not only to cooperate with the Bureau of Prohibition, but to merit their continued confidence by refusing membership to any whose methods are questionable and by reporting to the proper authorities those who manufacture so-called flavoring extracts for improper purposes."

Secretary Hickey's report and the reports of the Legislative and Research Committees were received with applause. A rising vote of thanks was given to Dr. Doran amid applause. By motion the association decided to reprint Dr. Doran's address for distribution.

Resolutions on Legislation

The following resolutions on legislative subjects were unanimously adopted by the meeting when reported by the Committee on Resolutions:

Dr. J. M. Doran

Resolved, That we cooperate with Dr. J. M. Doran, the newly appointed Commissioner of Prohibition, and pledge to him the support of the Flavoring Extract Manufacturers' Association to eliminate the users of alcohol for improper purposes.

Liquidated Damages

Whereas, Regulation 2 proposes to restore objectionable twenty-five per cent liquidated damage clause in bond supporting basic permit, therefore be it

Resolved, That we again oppose the inclusion of the liquidated damage clause in the new regulations.

Corporation Income Tax

Resolved, That we favor the reduction of the corporation income tax from 13½ per cent to 10 per cent.

Foreign Corporations Tax

Resolved, That our Association is opposed to the taxation of foreign corporations by the States as its practical effect is to put a tax upon interstate commerce which is contrary to the Constitution of the United States.

Memorial for Richard H. Bond

A pleasing but touching feature of the proceedings of the convention was the series of memorial addresses for the late Richard H. Bond.

Robert E. Heekin spoke of Mr. Bond as follows:

Richard H. Bond as an Association Builder

"And what a builder he was, generous, unselfish, kindly and with the courage of a lion, Dick Bond gave himself heart and soul to association work. Not because he felt the need of this work for his personal advantage but because it was for the common welfare of all.

"Let's look a little into the tremendous activities of our dear friend. From our personal contact with Dick, one might think his entire time was given to association work. Well, it would tax the total capacity of the average man but not one who had such vital energy and dynamic force.

"First, came his family. Knowing Dick intimately for more than seventeen years, I often recall our quiet talks in some hotel room, when he would tell me incidents in his busy life and he always would warm with pride in referring to his dear wife and lovely daughters and son. He even bragged about being a grandfather for the grandchildren were also "his folks." To me, this pride and love of his own was the most charming part of his many sided life.

"For many years, Dick was manager of sales of our fellow member, McCormick & Company. From a small beginning their business expanded to a nationwide distribution employing more than 150 salesmen. Dick grew up with this and kept pace with the growth and had his guilding hand on its sales policies and its large sales force.

"Here is a list of the more important Trade Associations and social organizations to which he gave his time and his heart for many years:

"Baltimore Drug Exchange, Civitan Club, Draft Board Baltimore County, All Liberty Loan Campaigns, Public Schools of Baltimore County. He frequently addressed teachers' associations. Salvation Army, a generous contributor to this worthy organization. You can see how the unselfish devotion of these worthy people to the poor and downtrodden would appeal to a man who had so much moral courage and such a generous point of view toward the shortcomings of others. Director American Specialty Manufacturers' Association. Was a member of its Legislative Committee for many years and his advice and counsel was always in demand. Charles Wesley Dunn, their noted general councillor, wrote a beautiful tribute for the New York *Journal of Commerce* at the time of Dick's untimely death. It would touch you to read this expression of appreciation coming from a man like Mr. Dunn. Last but not least, our own Flavoring Extract Association. From its inception in 1909 to the very last, Dick gave us the best that was in him. Elected a director at our first meeting, Dick accepted the chairmanship of the Legislative Committee and up to the very last he guided us through many a dark day when fanatical legislation, both State and National threatened the very existence of our industry. Dick had his own plan of fighting and that was out in the open where the fight was thickest. No scheming, skulking, soft-voiced politics went with him, a spade was a spade with Dick except when he used a club. A man of great intellect and scholarly attainment, his trained mind could instantly grasp the true import of any proposed legislation. His decisions were quickly made and once he started to fight he was a match for any man. Being naturally fair and truly conscious of the rights of others, he commanded the respect of big men, wherever he found them. He just had an intuition for what was right and that is why he was so successful in fighting so many bitter battles in the interest of our trade.

"Dick never had to ask you for your cooperation or support in association work, you just naturally backed him up.

"Summing it up, Dick Bond's great success in association work was just this. He was an earnest, sincere, right thinking man. He never asked of others anything he would not ask of himself. His personality was charming, his judgment unerring, his courage both personal and moral never wavered. Dick was the generous type of man that was ever ready to give and that was why he had the well earned reputation as a leader in association work wherever such work is known and appreciated.

"The great love and esteem in which we all held Dick Bond was most appropriately expressed in this resolution unanimously adopted at our Convention in Chicago, June, 1925.

"'*Resolved*, that the Flavoring Extract Manufacturers' Association of the United States hereby acknowledges its debt of gratitude to Mr. Richard H. Bond for his unstinted toil in our behalf. He has, through all the arduous years of his service in our cause, given the very best that was in him. He manifests to the highest degree the finest spirit of American citizenship in the fullest sense of this sacred obligation. He has not spared himself but has carried on through all obstacles to victory after victory where defeat seemed certain. We admire and love him beyond anything we could hope to express in words.'"

F. L. Beggs told of Mr. Bond's friendship as follows:

"Richard H. Bond—As a Friend"

"Since last we met, a mighty man in this Association has fallen, one whose impress, more than any other, has contributed to our success. He who was our honored friend, Richard H. Bond, and for whom we pause to pay a tribute of well merited respect, is now but a treasured memory.

"It has been said that, 'Friendship is the discovery of ourselves in others.' 'Dick' Bond, as we know him, was so great in the qualities that commend men's admiration and respect, so gifted with a personality that attracted all men to him, and so genuine in his human sympathies that he was constantly 'finding himself in others, and thereby adding to and enlarging his circle of friends. He was an exponent of the truth, 'that if we would have friends, we ourselves must be friendly.' ' 'Tis such as he that makes the world seem empty when they leave,' but vivid memories of this friendship and of our happy association with him will long be cherished.

"It was my good fortune, as it has been yours, to be included among those who learned to know, respect and love him. For the past eighteen years we have been relying upon him for counsel, advice and leadership. He was a man of marked ability, strong in his convictions and unyielding when he believed himself in the right. He was stern and unmovable when the principles for which he stood were assailed. He fought and fought hard for his friends and his ideals and therein lay the great benefit that this Association has derived from his career. He devoted his untiring energy, his superior ability and gave the last ounce of his strength that our industry might live and prosper.

"Through our intimate association during the years we have worked with him, there has been revealed his unswerving loyalty, his wonderful grasp of things, his accuracy of decision, his knowledge of human nature and his power to sway others by clarity of thought and the marshaling of facts from a well stored mind. With these traits, there was a gentleness and kindness of heart that was appealing in its sympathy and we have had many evidences of his deep and tender solicitude for others in time of trouble. He did not believe in keeping the alabaster box of his love and appreciation sealed until his friends had passed away. His words of sympathy, commendation and affection were not withheld but freely spoken while living and their remembrance shall abide with us as a treasured memory.

"We have lost this friend who was so kind and generous and to whom no sacrifice was too great if it had to do with our interest and welfare. We can not estimate, we can not measure that loss, for there are none left to compare, and not in a generation, perhaps, will it be possible for this association to find one who will equal his splendid qualifications and attainments.

"We are thankful for the privilege given us to have known him; honored to have been regarded as his friend and his co-laborer; and we know, that if each of his friends could drop a flower upon the mound where he sleeps, his Eternal Resting Place would be fragrant with friendship's sweet perfume.

J. A. Handy, B. J. Fishburn, Dr. F. M. Boyles, W. M. McCormick and Frank S. Muchmore, also spoke on the loss to the association through the death of Mr. Bond.

Resolution on Mr. Bond

The following resolution was unanimously adopted:

IN MEMORIAM

RICHARD HEWITT BOND

Died March 9, 1927

Richard Bond, liberally endowed with the finest attributes of genuine manhood, gave unceasingly of his ability to promote in every way the welfare of this Association. A man of remarkable sagacity, strong convictions, great tenacity, unwavering loyalty and splendid forensic ability, his voice and the full strength of his mentality were ever ready in our needs. Through his precept and example this Association, orginially a body of competing manufacturers, has grown into a fraternity of intimate friendships, faith and good will; be it

Resolved, and spread upon our minutes that in the death of Richard Bond this Association has sustained an irreparable loss. His memory is enshrined in our hearts in deepest love and affection. His record will ever remain as an inspiration and example to us who survive; be it further

Resolved, that a copy of these minutes be forwarded to his family.

Trade Promotion Activities

The association at this convention spent considerable time upon the matter of promoting the sale of flavoring extracts. Among the interesting addresses made in this connection was one by Arthur H. Deute, of Barton, Durstine & Osborne, Inc., New York City. Mr. Deute said in part:

"The extract business is not primarily a business of producing or manufacturing more goods; primarily, from your standpoint, I assume it is a problem of how can you sell more goods. Just selling more goods doesn't answer the question. The question is, how can we sell more goods at a profit.

"When we look at the extract and spice business from the standpoint of the outsider, as I look at it, the big problem becomes one of how can we get more people to eat more spices; how can we get them to eat more extracts. After all is said and done, they have to eat them if they are going to use them. That brings me around to this thought: When you look over the country as a whole, you find that America is the most enormous user of vanilla in the world. There is no other country that uses as much. I don't know of any other country, unless it is Germany, that eats the amount of mustard that we do. Therefore it is obvious that the spice and extract people of America have done a wonderful job in teaching people to use vanilla and to use mustard. Outside of that, not a great deal in the teaching of the use of flavoring has been accomplished.

"Look what the people in other industries have done. Look what the milk people have accomplished. Some years

ago the average consumption of milk in this country was less than a pint per capita. At the present time it is close to a quart per capita and the increase has been brought about through advertising. I understand the manufacturers of soap have started in to advertise to the people to get them to use more soap. The meat people are beginning to educate the American people to the fact that meat is not as disastrous an article of diet as the cereal people have tried to make them believe.

"You might say, "Well, how are we going about it?' That is a mean, hard, tough, uphill job. I will make you this recommendation. Find the four or five most willing laborers in your Association, and say to them, 'For a year you are the committee to teach the whole country how and why they should eat more of what we have to sell.' Don't leave them on the job more than a year. Work them, and work them hard for a year, and at the end of the year they will just be able to crawl back to their factories. If they have done the job right they probably have neglected their own business and lost money. You can't ask a man to do that more than a year for the Association. But get hold of those four or five men and make them a committee."

George H. Burnett led in a general informal discussion of the address of Mr. Deute. Along with several others, he recited experience in developing new uses for extracts.

Work of Commerce Department

E. C. Montgomery, of the Department of Commerce, Washington, D. C., outlined the work of his department in developing both foreign and domestic business. Mr. Montgomery told of the work of collecting statistics regarding industry and trade and touched especially upon the question of developing foreign business. He offered the services of the Department of Commerce in any problems which might arise in connection with foreign sales and distribution. His address was received with a rising vote of thanks.

Address of Miss Jessie A. Knox

In line with effort to develop new business, the convention listened to a very interesting and instructive address by Miss Jessie A. Knox, of the *American Food Journal*, New York City. Miss Knox said in part:

"I was for many years director of a free cooking school in New York City and got some very interesting "sidelights" on the psychology of women in regard to the preparation of food. When we advertised lessons on 'New Ways of Cooking Eggs' or 'Six New Desserts,' for instance, the classes were crowded. If we called the same lessons How to Use Eggs, or, The Place of Desserts in The Diet, we didn't get as good a response. Popular education in nutrition has aroused women to the necessity of providing the right kind of food for the family. But it's very easy to fall into a routine of cooking that soon becomes monotonous. It's the new thing women want or the same old thing presented in a new way—new combinations of foods, new flavors for the old standbys or just a little different way of serving them. I venture to say that if you picked out any ten women and asked them how they used flavoring extracts at least eight of them would say 'in cake and ice cream' the other two might add 'candy and desserts.' And you would be pretty sure to find that nearly all the cakes were flavored with either vanilla or lemon extract.

"Aside from the ways to use flavoring extracts and the need for them as a means of getting more variety into the daily menu, I think there is a need to educate the consumer as to what constitutes a good flavoring extract and what she should expect from reliable, high-class brands. To many women a bottle of flavoring extract is just 'a bottle of vanilla' without thought of whether it is a real or imitation flavor. If it is of poor quality she is disappointed in the results and perhaps leaves out the flavoring next time.

"The home economics teachers of the country can be of great help in instituting a campaign of this sort. In the study of food products for their classes they are always glad to know of helpful information on standards and to receive material that can be used as supplementary reading for the students. Anything that is authentic is welcome and is made the subject of class discussions. Some of you have your own home economics departments and through them are in touch with many teachers and demonstration agents and are able to make contacts with women's clubs and organizations. The radio offers means of reaching thousands of women with whom it is otherwise almost impossible to get in touch. Persistent and consistant advertising along the lines of quality, variety, and increased appetite appeal should go a great way in increasing the demand for flavoring extracts and developing more and new uses for them."

Educational Committee Report

George H. Burnett, chairman of the Educational Committee, read an interesting report on educational work with reference to the sale of flavoring extracts. Salient features of this report follow:

"As you have read in letters sent you during the past year, the Educational Committee has published 150,000 copies of the book entitled 'The Story of Vanilla,' 50,000 of which were to be available for distribution among schools and 100,000 among the members of our Association, for this book when imprinted makes a splendid form of advertising.

"Out of the 100,000 books available for manufacturers, 49,417 have been sold, leaving 50,583 to be disposed of. Fifty-two thousand were available for school distribution through the gift of 2,000 of the books by one of the subscribers. Twenty-six thousand three hundred and thirty have gone out, leaving 25,670 available for distribution during the coming year. The Committee hopes that everyone will try to take some of these books.

"The book, properly imprinted, makes a splendid advertisement. Cooking school teachers, demonstrators, members of women's clubs and interested housewives are all good prospects.

"Many schools can be reached who have not heard or seen of the publicity which Messrs. Livermore and Knight are giving the book. The school distribution has been handled in a very efficient way by this firm. Books are sent out only on request and have gone to every state in the country and Hawaiian territory, the greatest number going to Pennsylvania, Ohio, Illinois and New York State. It has been very interesting to find the reaction that has arisen from the book. Teachers in particular have found it immensely valuable in their class-room work.

"The Committee next year, in addition to selling these books, will be glad to work along any lines that the Convention recommends. We have investigated several avenues of publicity and are endeavoring at the present time to secure a moving picture film of vanilla bean culture which can be rented to members at moderate cost. This we hope to have available next year."

The following resolution was adopted on this important matter:

Resolution on Trade Promotion

Resolved, That in accordance with the recommendation of our President, we favor the appointment of a committee to be known as the Educational Advertising Committee, with powers to consider and formulate plans for promoting a more general use of extracts.

Synthetic and Pure Flavors

Dr. John Glassford, chief chemist of McCormick & Co. delivered a most interesting address on "Synthetic 'Pure' Vanilla Extracts" which is printed in full in another section of this issue.

Other Interesting Reports

In the absence of Chairman Fred S. Rogers the report of the Trade Relations Committee was read by F. L. Beggs. The report dealt with the work of the committee in locating trade abuses and correcting them. The report of the Committee on Costs had already been distributed to the members by bulletin. The committee on Fire Insurance report prepared by C. W. Jennings, chairman, was presented, outlined the work of the committee during the year. In Mr. Jennings' absence it was read by the secretary. G. H. Burnett reported for the Statistical Committee. The Transportation Committee, through L. K. Talmadge, reported on proposed changes in freight rates affecting the industry. The report of the Auditing Committee showed the association to be in excellent financial condition at the beginning of a new year in association affairs.

Other Resolutions Adopted

In connection with the resignation of S. J. Sherer on account of his withdrawal from the flavoring extract business, the convention unanimously adopted a motion making Mr. Sherer an honorary member. The following resolution was also adopted:

Whereas, The Executive Committee of the Flavoring Extract Manufacturers' Association assembled in Richmond, Va., on April 22, 1927, learned with very sincere regret of the resignation of our highly esteemed and greatly beloved member, Mr. S. J. Sherer. Mr. Sherer's resignation is due to his having retired from the flavoring extract business. One of our earliest members, one of our most faithful and loyal workers and leaders, he has by his counsel and sane judgment and uniform courtesy and kindliness endeared himself to every member of this association with whom he has contacted. While we congratulate Mr. Sherer upon his ability to retire from the extract business and rest on his laurels, we nevertheless deplore and regret that this also means that we will miss his genial, kindly, lovable personality from our meetings, that his advice and judgment will no longer be ours to command and draw upon as we have so freely done in the past.

Resolved, That copy of these Resolutions be spread upon our minutes and be it further

Resolved, That this Executive Committee extends to Mr. Sherer its most sincere and hearty good wishes for many years of happiness and enjoyment.

Regional Organizations

Resolved, That we again endorse the idea of sectional organization as expressed by our President in his report to this convention, and that we favor the formation of local groups of our members similar to those now in operation in Chicago, Boston, and St. Louis.

Speakers and Guests

Resolved, That our cordial thanks are extended to Dr. W. B. Foster, Dr. J. M. Doran, Arthur H. Deute, E. G. Montgomery, Dr. Douglas Freeman, Hon. Andrew J. Montague, W. T. Dabney, and Miss Jessie A. Knox for the splendid instructive addresses with which they have favored us.

The American Perfumer

Resolved, That our thanks be extended to Louis Spencer Levy of the AMERICAN PERFUMER & ESSENTIAL OIL REVIEW for the publicity which he has given to our Association and that his publication be continued as the official organ of our organization.

Officers and Executive Committee

Resolved, That our appreciation be extended to the officers and to the members of the Executive Committee and to the special and standing committees for the valuable services which they have rendered to our association during the past year.

President D. T. Gunning

Resolved, That our sincere appreciation be extended to D. T. Gunning, our President, for the able, conscientious, and business-like way in which he has conducted the affairs of our organization during the past year. His uniform and unfailing courtesy, sympathetic understanding, and poise together with his splendid executive ability have continued and advanced the splendid record of achievements of our association.

Trade Journal Publicity

Resolved, That our thanks be extended to the *Spice Mill* and the *Tea and Coffee Trade Journal* and other trade papers for the generous publicity given our Association.

Chamber of Commerce and Hotel

Resolved, That we extend our thanks to the management of the Jefferson Hotel for the courtesies extended and the attention given for our comfort, to the Richmond Chamber of Commerce for assistance rendered, to the newspapers for publicity, and to the officials and citizens for their many special courtesies.

Mr. and Mrs. C. F. Sauer

Whereas, It is the unanimous and heartfelt sentiment of the entire membership in attendance at the eighteenth annual convention of our association, that we have had one of the most pleasant, most enjoyable, and most successful meetings of our entire history, therefore be it

Resolved, That the sincere appreciation and genuine gratitude of the Association be extended to Mr. and Mrs. C. F. Sauer personally and to the committees associated with them, whose untiring efforts, thoughtful consideration, and efficient handling of every detail together with the traditional atmosphere of true Southern hospitality and gracious courtesy have so perfectly contributed to our most wonderful entertainment.

Entertainment Features

True Southern hospitality, manifested in its finest forms, characterized the entertainment features at the Richmond convention. Other conventions of the association have set high marks in this respect but it remained for Mr. Sauer, his committee, and in fact all of Richmond to provide what was generally conceded to be the best in entertainment which the association has ever experienced in its history of eighteen successful meetings.

Members and guests had no sooner registered than they

were made to feel completely at home. Following the first business session, an automobile tour of historic and beautiful Richmond in cars furnished by members of the Rotary Club was given to the members. Starting from the Jefferson, the parade of twenty or more cars wound through the streets to the various points of interest. Stops were made at historic St. John's Church where Patrick Henry delivered his famous "Give me Liberty or Give me Death" speech, the tobacco factory of M. Larus & Bro. and the plant of the C. F. Sauer Company.

Following the inspection of the Sauer plant, the party was driven to Sauer's Japanese garden where an old fashioned Southern dinner was served out of doors. During the dinner, dancers from the studios of Miss Elinor Fry entertained with classic and popular numbers and the Rotary quartet sang. Dancing in an open air pavilion especially erected for the occasion was a pleasing feature.

After the entertainment at the Japanese garden, automobiles conveyed the guests to the theater. Tickets had been provided for admission to each of four Richmond theaters and the party divided into groups to be reunited later at the Richmond Hotel Roof Garden where dancing and entertainment were enjoyed until an early hour of the morning.

Following the second business session, spacious and comfortable buses conveyed the members to the Country Club of Virginia where luncheon was served. After luncheon, the official photograph of the convention group was taken in front of the clubhouse. Golfers in the party then engaged in the annual golf tournament over the Country Club course, pronounced one of the finest and sportiest in the country. Some excellent scores and a few not quite so good were turned in. Others of the members enjoyed tennis on the courts at the club while the ladies, and not a few of the gentlemen as well, played bridge at the club.

Automobiles were provided throughout the afternoon to take the guests back to the hotel, but few availed themselves of these until the pressure of time and the annual banquet in the evening forced a return to the city. The banquet was held at the Jefferson Hotel and was a most delightful affair. Entertainment was provided again by Miss Fry's dancers, the Rotary quartet and a colored quartet which rendered old-time negro spirituals most effectively.

After dinner, President Gunning introduced Dr. Douglas Freeman, of the Richmond *News Leader*, who acted as toastmaster. Dr. Freeman then introduced Frank L. Beggs, who presented the golf and bridge prizes. The following were winners at the golf tournament: J. F. Whitescarver, Robert E. Heekin, F. C. Renner, C. F. Sauer, Jr., and B. F. Smith. Bridge prizes were presented to Mrs. R. R. Sloan, Mrs. Lee Green, Mrs. Sargeant, Mrs. Lloyd Johnson and a special Bride's prize to Mrs. Frank M. Boyles.

Following the presentation of the prizes, Dr. Freeman eloquently introduced Hon. Andrew Jackson Montague, representative in Congress and former Governor of Virginia. Mr. Montague made an eloquent plea for non-interference of government in business and for the rights of the several States to decide local matters for themselves. He told of his experiences with what he termed "government bureaucracy in Washington," and closed with a plea for greater resistance by the extract industry to further encroachments by public officials in their private affairs. He was followed by W. T. Dabney, executive secretary of the Richmond Chamber of Commerce, who extended the good wishes of the community to the convention and an invitation to consider Richmond as a possible future home.

A splendid floor and an excellent orchestra contributed in bringing the occasion to a happy close at an early hour in the morning.

Those who attended the convention will not soon forget the formal entertainment features and will long remember the spirit of friendliness which characterized the entire meeting. Too much credit can hardly be given to Mr. Sauer and his organization and the other members of the entertainment committee for the effective manner in which the various features were handled. All who were there will long remember the banquet, the Country Club of Virginia, and last, but not least, Mr. Sauer's Japanese Garden and Round House.

Present at the Convention

Active Members

Albers Co.....Richmond, Va.
Geo. W. Stevens

Arbuckle Bros.....Chicago, Ill.
D. T. Gunning

Baker Extract Co.....Springfield, Mass.
L. P. Symmes, W. A. Upham

Boyce Extract Co.....Brooklyn, N. Y.
Leo Green

Joseph Burnett Co.....Boston, Mass.
George H. Burnett, Chas. S. Purcell

Citizens' Wholesale Supply Co.....Columbus, Ohio
S. J. Schwarzwalder

Clawson Co.....Philadelphia, Pa.
John L. Clawson

Crescent Mfg. Co.....Seattle, Wash.
Bruce Hartman

Virginia Dare Extract Co.....Brooklyn, N. Y.
Bernard H. Smith, Lloyd E. Smith

Dill Co.....Norristown, Pa.
E. L. Brendlinger

Hallock-Denton Co.....Newark, N. J.
F. S. Muchmore

E. C. Harley Co.....Dayton, Ohio
Russell Elliott

Thomas J. Hickey, Executive Secretary.....Chicago, Ill.

S. P. Hite Co.....Roanoke, Va.
B. J. Fishburn

Heekin Co.....Cincinnati, Ohio
Robert E. Heekin

Jack Beverages, Inc.....New York, N. Y.
F. M. Boyles

Jennings Mfg. Co.....Grand Rapids, Mich.
Chas. W. Jennings, Jr.

H. A. Johnson Co.....Boston, Mass.
W. C. Whitman

H. Kohnstamm.....New York, N. Y.
H. Weil

Larkin Co.....Buffalo, N. Y.
J. A. Handy

McCormick & Co.....Baltimore, Md.
W. M. McCormick, John Glassford

Geo. H. Nowland Co.....Cincinnati, Ohio
Clark C. Nowland

Price Flavoring Extract Co.....Chicago, Ill.
A. F. Wussow

Puritan Drug Mfg. Co.....Columbus, Ohio
O. C. Manly

W. T. Rawleigh Co.....Rawleigh, Ill.
R. G. Sappenfield
Roosa & Ratcliff Chem. Co.....Cincinnati, Ohio
J. P. Roosa
Royal Remedy & Extract Co.....Dayton, Ohio
Chas. E. Fort
Sargeant Co.....Worcester, Mass.
S. M. Sargeant
C. F. Sauer Co.....Richmond, Va.
C. F. Sauer, Sr., C. F. Sauer, Jr., Matt Will, A. B. Saunders, R. L. Moxon, E. H. Rucker, C. Werner
R. W. Snyder Co.....Battle Creek, Mich.
H. M. Shea
Southern Chemical Co.....Petersburg, Va.
T. O. Williams
Strong Cobb & Co.....Cleveland, Ohio
E. L. Maines
Styron-Beggs Co.....Newark, Ohio
Frank L. Beggs
Van Duzer Extract Co.....New York, N. Y.
Dr. E. J. Shanley
Wakefield Extract Co.....Sanbornville, N. H.
D. E. Parmenter
Warner-Jenkinson Co.....St. Louis, Mo.
W. F. Meyer
Williams & Carleton Co.....Hartford, Conn.
L. K. Talmadge, Guy Stanley

Associate Members

American Can Co.....Chicago, Ill.
C. B. Cadwalleder
David Berg Industrial Alcohol Co.....Philadelphia, Pa.
Harry Cohen
P. & P. Derode Freres & Dammann....New York, N. Y.
Frank J. Roe
Dodge & Olcott Co.....New York, N. Y.
Russell Sloan, H. I. Cooper, James S. Schmidt
P. R. Dreyer.....New York, N. Y.
F. C. Theile
Federal Products Co.....Cincinnati, Ohio
Herbert Schiel
Florasynth Laboratories.....New York, N. Y.
Chas. L. Senior
Fritzsche Brothers, Inc.....New York, N. Y.
Arthur D. Armstrong, M. B. Zimmer (Chicago)
August Giese & Co.....New York, N. Y.
Otto E. Giese
Gomez & Sloan, Inc.....New York, N. Y.
Chester A. Smeltzer, B. F. Graves, Jr.
Hazel-Atlas Glass Co.....Wheeling, W. Va.
Eugene A. Hildreth
Illinois Glass Co.....Alton, Ill.
M. Levis, W. A. Tierney, Jr., J. A. Hodge (New York).
Magnus, Mabee & Reynard, Inc.....New York, N. Y.
P. C. Magnus, Frederick Rouch
J. Manheimer Co.....New York, N. Y.
I. Manheimer
Mathieson Alkali Works.....New York, N. Y.
J. W. Fenger, Mr. Phillips
Monsanto Chemical Works.....St. Louis, Mo.
H. B. Miles, F. C. Renner, Walter E. Filmer (Chicago)
National Aniline & Chemical Co.....New York, N. Y.
Frank W. Green, E. S. Pemberton
Thurston & Braidich.....New York, N. Y.
J. Edward Young, Jr., Wm. L. Conrath
H. Triest Co., Inc.....New York, N. Y.
Hans Triest
Ungerer & Co.....New York, N. Y.
Edward Trippe
U. S. Industrial Alcohol Co.....New York, N. Y.
J. F. Whitescarver

Visitors

Robert Crump.....Richmond, Va.
W. Dabney.....Richmond, Va.
Chamber of Commerce
Arthur Deute.....New York, N. Y.
Dr. J. M. Doran.....Washington, D. C.
Prohibition Commissioner
Dr. Douglas Freeman.....Richmond, Va.
International Filler Corp.....Petersburg, Va.
Guy L. Sherertz
Hon. A. J. Montague.....Richmond, Va.
E. G. Montgomery.....Washington, D. C.
Bureau of Foreign & Domestic Commerce, U. S. Department of Commerce
Seeley & Co., Inc.....Nyack, N. Y.
J. H. Beach
Gordon S. Sheain.....Richmond, Va.
Mr. Sitterding, Sr.....Richmond, Va.
Fred Wenzel.....Richmond, Va.
Spice Mill Pub. Co.....New York, N. Y.
L. C. Chamberlain
Perfumer Publishing Co.....New York, N. Y.
W. Lambert, S. L. Mayham

The Ladies Present

Miss Ariane Amonette, Mrs. Aten, Mrs. J. H. Beach, Mrs. F. M. Boyles, Miss Burleigh, Mrs. Robert Crump, Mrs. W. Dabney, Mrs. L. S. Dunstan, Mrs. Douglas Freeman, Miss Maxine Frix, Mrs. John Glassford, Mrs. Leo Green, Mrs. J. Manheimer, Mrs. O. C. Manly, Miss Helen Manly, Mrs. F. S. Muchmore, Mrs. D. E. Parmenter, Mrs. Richardson, Mrs. S. M. Sargeant, Mrs. C. F. Sauer, Sr., Mrs. C. F. Sauer, Jr., Mrs. S. J. Schwarzwalder, Mrs. C. L. Senior, Mrs. Gordon S. Sheain, Miss Alice Sitterding, Mrs. Matt Will.

Irish Customs Law Worries Manufacturers

(Special Correspondence)

LONDON, June 15.—Manufacturers of proprietary articles and patent preparations are worried by the method of charging duty on certain imports to the Irish Free State. For example, a glass bottle empty is dutiable; a glass bottle filled with, say, water, which is not dutiable, escapes any charge; but a bottle containing dutiable matter, however small the proportion, is charged as though the whole, bottle and all, were of that "matter." Sugar has to pay duty, and therefore preparations containing even a small percentage of sugar are charged as though they were entirely sugar.

Drug Chain in Egypt Wants Agencies

Commercial Attaché James F. Hodgson, Cairo, reports that the Societe Anonyme Droguerias d' Egypte, a new organization, desires to secure the agencies of American products not represented in Egypt. It is stated that the new chain will control approximately 50 per cent of the retail drug trade. It will operate 36 retail stores, eight wholesale houses, and four warehouses. A financial statement of the company lists total assets of $1,740,082 and liabilities of $530,333.

Soda Water Flavors Manufacturers' Report

In the period following the publication of our May report of the activities of the National Association of Manufacturers of Soda Water Flavors, its affairs have been supervised with the usual ability by the president, August Peter, and Thomas J. Hickey, general counsel and executive secretary. Much of the work has been of a routine character, having been done by mail.

Bulletins also have been sent to the members on the following subjects: Suggestions for Changes in Internal Revenue Taxation; "H" Permits Must Be Renewed in Illinois, Indiana and Wisconsin; Recommendation of Standards for Acid Solution.

The board of directors of the association has recommended to the members the adoption of the following standards of acid solutions:

"Fruit acid solution, citric, is a solution containing in each fluid ounce, one-half ounce avoirdupois of citric acid.

"Fruit acid solution, tartaric, is a solution containing in each fluid ounce, one-half ounce avoirdupois of tartaric acid.

"These solutions should not be labeled 50 per cent as they are not equal in strength to 50 per cent by weight. The label might properly bear a statement such as 'one fluid ounce of this solution contains one-half ounce by weight of the acid crystals.'"

Claret Punch Flavor Case Appealed

An appeal is being taken by Edward Brennan, Massachusetts representative of the Virginia Dare Extract Co., of Brooklyn, N. Y., from a recent decision of a Middlesex County jury which found him guilty, in a test case, of violating the Massachusetts dry law by selling "claret punch."

The Virginia Dare Co. manufactures, under Federal permit, a "claret punch" flavoring extract of 8 per cent alcohol. To determine whether its sale in Massachusetts was legal, Mr. Brennan consented to a test case, selling a quart of the mixture to the Chief of Police of Melrose.

At the offices of the Virginia Dare Extract Co. it was explained that the Virginia Dare extract, or "claret punch," contains about 45 per cent solids and is of 1.4 per cent acidity, which makes it nonpotable.

Health Campaign for Carbonated Beverages

Manufacturers of bottled carbonated beverages are cooperating with health authorities in a campaign to warn vacationists and other travelers of the danger of water-borne diseases, such as typhoid. Authorities are quoted recommending the use of bottled carbonated beverages "because of the germicidal effect of their carbonic gas content."

Food and Drug Administrator Named

W. G. Campbell, Director of Regulatory Work of the United States Department of Agriculture, will administer the work under the Food, Drug and Insecticide Administration, which takes form on July 1, 1927, according to an announcement by Secretary of Agriculture Jardine. Dr. P. B. Dunbar, now assistant chief of the Bureau of Chemistry, will be assistant chief of the new administrative unit. This unit, created by an act of Congress, is charged with the enforcement of the Federal Food and Drugs Act, the Tea Inspection Act, the Insecticide and Fungicide Act, the Naval Stores Act, the Import Milk Act and the Caustic Poison Act.

Mr. Campbell has been connected with the work of enforcement of the Food and Drugs Act since it became effective twenty years ago. He was selected by Dr. H. W. Wiley as chief inspector and in that position directed all of the inspection work under the "pure food law" until 1914 when he was promoted to the position of chief of the Eastern District, having charge of both inspection and analytical work in the entire eastern section of the United States. He was promoted in 1917 to the position of Assistant Chief, Bureau of Chemistry, serving in that capacity until 1921, when he was appointed Acting Chief. He was promoted to the position of Director of Regulatory Work of the Department of Agriculture in 1923 having general supervision of all law enforcement work of the entire department. Under his new assignment he will in addition have the immediate direction of the work involved in the acts assigned to the Food, Drug and Insecticide Administration.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 14,801 to 14,850, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the only one of interest to our readers was the following:

14,845. Adulteration and misbranding of grape flavor. U. S. vs. 50 pounds of Grape Flavor, et al. Default decrees of condemnation, forfeiture and destruction. No claimant appeared and no defense was made. The product was found to contain saccharin, "which rendered it injurious to health," and had been mixed and colored in a manner whereby its inferiority was concealed.

Manufacturers Who Give Away Goods

Some Aspects of the Free Goods Offer Which Deserve Careful Consideration

by Leroy Fairman

When the ethics of the toilet goods business are under discussion, the question of free goods is often mentioned. There are many who feel that such offers are in effect improper and unjustifiable trade discounts, and therefore constitute an unfair trade practice. The subject is an important one, from this and from other viewpoints.

There are two methods of offering free goods. One is the special offer, made seasonally or annually, and the other is the steady practice of including a certain quantity of free goods with every dozen or gross.

The net result of all such offers is a trade discount. It is price cutting on the part of the manufacturer. His goods, occasionally or regularly, are in reality sold at a lower price than his list price—his advertised price.

Whether or not this is ethical is a moot question. On one hand it may be said that the manufacturer should maintain his prices, and not play fast and loose with them. On the other hand it may be said that the manufacturer has a perfect right to charge what he chooses for his goods; to charge one price at one time and another price at another time; to give away his goods if he sees fit. And that, whatever his practice in this respect may be, it is nobody's business but his own.

Cut Prices and Fairness

In times gone by, when co-operation for mutual benefit among manufacturers existed in name only, or not at all, there would have been no question raised as to any manufacturer's manipulating his prices as he saw fit, or as to his ethical right to give away his goods at any time or in any manner that pleased him. But today, when there is at least partial co-operation, and a keener sense of a manufacturer's duties and responsibilities to the industry in which he is engaged, there is considerable ground for the claim that every manufacturer should stick to his list prices, and not lower them through offers of free goods, inside discounts, and so on.

If A and B are engaged in the manufacture of goods of almost identical nature, appealing to the same class of people in the same localities, A, who maintains his prices, can hardly be blamed for laying a charge of unfair practice against B, who periodically or regularly cuts his prices. All the more because this practice on the part of the manufacturer almost inevitably results in price cutting by the retailer, and thus places at a serious disadvantage the manufacturer who does not invite retail price cutting by setting the example and creating a favorable opportunity.

After all has been said as to the manufacturer's obligations to his competitors and to the industry as a whole, one highly important phase of the subject remains to be discussed. And that is the manufacturer's obligations and responsibilities to his own business.

A man may turn a deaf ear to arguments as to the ethics of the situation, but he is not likely to be uninterested in his duty to himself. And the man who cuts his prices by the free goods or any other method, in the end is more than likely to do himself far more injury than he does his competitors.

Fallacies of Free Goods

There are possibly some manufacturers who are in business for fun; who prefer grinding away in the dear old office, laboratory or factory to playing golf or going abroad every year. But as a rule, we are all in business to make money.

The manufacturer who sells his goods, let us say, at $4 per dozen, fixes that price for certain good reasons. At some time or other he has figured that $4 a dozen is the price which will insure him a satisfactory profit. It is also probably true that $4 is the ruling price for other articles of similar nature and quality. At some time or other the free goods idea wormed itself into his business scheme. Perhaps, at the very outset, he utilized free goods as a quick and easy method of facilitating distribution. Perhaps he was moved to offer free goods as a means of inducing the trade to stock up adequately at the beginning of the season. Perhaps he has felt that similar tactics on the part of some of his competitors made it necessary for him to follow suit. Perhaps he has persuaded himself that free goods are a form of advertising, and that it is as effective, and less costly than consumer advertising through the newspapers and magazines.

For one of these, or some other reason, he established the practice of giving free goods. He regularly includes, for example, a free dozen with every gross.

His price, he will say, is $4 per dozen. It is not. It is $4 for 13, which is an altogether different matter. At $4 per dozen he would receive 33 and one-third cents per item, At $4 for 13, he receives 30 cents and a fraction per item. If he allows a jobber's discount of 15%, that discount is figured on $4 a dozen instead of on the $3.60 which is actually his gross price. Thus his net becomes $3 a dozen, instead of the $3.40 which he should receive—which, in many cases, he seems to think he receives.

He actually gets, therefore, 40 cents per dozen less than his list price, which is precisely 10%. Ten percent often makes the difference between a fine success and a sad failure.

Such a liberal policy often greases the wheels of the machinery of distribution. A dozen free with every gross sounds good to the dealer. He stocks the goods; perhaps he has so friendly a feeling for the manufacturer that he says a good word for them when occasion arises. Very soon the manufacturer finds that his product is well distributed over a goodly territory, and he pats himself on the back.

All would be well with him if his competitors would only behave. But they won't; they advertise heavily in the newspapers and magazines. People go to the drug stores and ask for these competing articles by name. The dealer has to carry those advertised goods. He has to pass them out when

they are called for. He would like to oblige his 13-for-a-dozen friend, but what is he to do? He makes more money per sale on the 13-for-a-dozen brand, but the volume created by the demand for advertised goods far outweighs that consideration.

So the free goods man struggles along, year after year, finding himself each 31st of December just about where he was on the 1st of January.

Free Goods Not Advertising

In the course of time he realizes that free goods are not advertising. He sees that nothing can be called advertising which the consumer doesn't know about. He finds that the dealer, in the absence of any considerable consumer demand for the goods, sacrifices the profit which the extra bottle per dozen was supposed to represent, cuts the price to get rid of them, and is not especially eager to reorder. The cut price does him, the manufacturer, no good; on the contrary it cheapens his product in the eyes of the consumer. These experiences make him an eventual convert to consumer advertising, but where is the money coming from? That 13-for-a-dozen policy eats up his profits; there is no margin left for advertising.

In such circumstances, the obvious course is to cut loose from the free goods practice, and strictly maintain a 12-for-a-dozen policy. But the manufacturer with the nerve to do that is a rarity. His policy is set, established, of long standing. It is his stock selling argument. All his relations with the trade are based upon it. To make a change would virtually amount to raising prices. Free goods is the only crutch he has to lean upon, and he dare not throw it away.

Sometimes, it is true, the manufacturer has good grounds for saying that he can afford to give free goods. His product can be economically made, or his business is so organized, that an ample profit can be made even if he habitually gives 13-for-a-dozen. Even so—but why do it?

Every dollar that gets away by the free goods route is a dollar subtracted from funds needed for other purposes, or from the potential profits. There are better uses to which those dollars might be put.

Actual Advertising Waste

In these days every manufacturer is up against heavily advertised competition. Somebody is spending a whale of a lot of money in advertising every variety of product. This kind of competition can, as a rule, only be met by advertising. The manufacturer who gives away his goods, even though his costs sheets seem to prove that he can afford it, thereby decreases the amount which he can safely and reasonably spend for consumer advertising. To some degree—and it must be a very substantial degree—he usually feels compelled to withhold from the consumer the information which would greatly increase the sale of his products. And by so doing he gains nothing, and gives his advertising competitors a great advantage.

The man who ardently desires to build up a big business and sit in the seats of the mighty sometimes declines to take anybody's advertising dust. He persists in his prodigal liberality in the way of free goods and other dealer inducements, and matches all the advertising dollars of his competitors. By this means he builds up a big volume of business—but to what avail? In a recent article in the Saturday Evening Post upon some aspects of big business, an instance was cited of a manufacturing concern which reported a gross business of over a million dollars with a net profit of $1,000!

As noted above, the net difference between selling 12-for-a-dozen and 13-for-a-dozen, is 10%. On $4 goods, this amounts to $4.80 per gross. If the free goods manufacturer, by dint of hard work, achieves a business of 6,000 gross a year, he makes the dealers a present of the tidy sum of $28,800. That is quite a lot of money.

Some Possibilities

The average newspaper advertising rate in the cities and large towns of the country is not more than 20 cents a line. For $28,000 there can thus be bought 140,000 lines of newspaper space. This would provide the advertiser with 20 one hundred line advertisements in 70 newspapers. Each of these insertions would reach a total of over 4,000,000 homes—the entire 20 advertisements would have a circulation of 80,000,000.

The magazine advertising possibilities are equally impressive. The four leading women's magazines have a combined circulation of over 9,000,000, and reach every nook and corner of the country. Allowing for duplication, they reach about one home in three. Their combined advertising rate is about $35; for $28,000 the advertiser can buy nine insertions of one-eighth of a page in all four, and send his message, under the most favorable auspices, into one-third of all the homes in the country, nine months in the year!

Contrast the tremendous value of such newspaper or magazine advertising as this, with the advantage to be gained by giving the dealer 13-for-a-dozen instead of 12. In one case your story is told again and again, and the qualities of your merchandise explained and emphasized, to many millions of possible customers; in the other case nobody knows but the dealer. And your liberality to him too often results in nothing but an invitation to cut prices.

From all this it seems clear that the manufacturer who regularly gives away his goods does far more injury to himself than to his competitors and the industry at large.

To what extent the conditions outlined apply to the manufacturer who offers free goods seasonally or annually, depends almost entirely upon individual circumstances. There are a number of manufacturers who figure that as the free goods offered at the beginning of the selling season are an inducement to the dealer to stosw up liberally instead of buying from hand to mouth, it is good business to include a reasonable amount of free goods with such orders. Even if this is true, the manufacturer will do well to consider the final results of his policy very carefully.

The German Cosmetics Industry

The German cosmetics industry initially specialized in the production of perfumery and fine soaps, but broadened later to include powder, creams, and other products. The industry now employs about 40,000 persons. Berlin is the chief center, followed by Frankfort-on-the-Main, Offenbach, Karlsruhe, Dresden, Hamburg-Altona, and Cologne.

There are no production figures covering this branch of German industry. There has been, however, a considerable increase in the exportation of these products as shown by the following table in reichmarks:

	1924	1926
Toilet waters	617,000	1,484,000
Toilet waters containing ether and alcohol	2,887,000	3,436,000
Shampoos, mouth and tooth washes containing ether and alcohol	628,000	952,000
All other perfumes—cosmetics	3,136,000	4,595,000

Australian Sandalwood Oil As Raw Material

By W. A. Poucher, London
Author of
"Perfumes, Cosmetics and Soaps"

From the earliest times sandalwood has been much valued on account of its fragrance and it seems highly probable that in pagan temples this has constituted the main source of supply as a raw material for the incense burned therein by the eastern religious sects. As is well known the incense burned in Roman Catholic and Jewish churches consists mainly of olibanum. In the Scriptures a fairly clear account is given of the various aromatics used in preparing incense and there we find no reference to sandalwood. Some Bible commentators have supposed the wood used in the building of Solomon's Temple to be that of the sandal tree, but there is no reference to the fragrance of the wood and the known smallness of the tree makes any such views extremely problematical. According to the Sanskrit writings of Yaska (about 500 B. C.) sandalwood (*chandana*) was well known in India and until a few years ago the greater part of the wood came from this country.

Other species of the N. O. *Santalaceae*, however, are distributed in the islands of the Eastern Archipelago and those countries of the British Empire adjacent thereto. It has fallen to the lot of Western Australia to challenge the supremacy of India in the production of both sandalwood and its much valued essential oil. For many years the wood has been exported to China and the Far East, where it is used in the preparation of joss sticks, etc.

There appears to be little doubt that a close relationship exists between the sandalwoods of India and of Australia. It will be as well, however, to give a little space to this question so that any confusion which exists may be dissipated. The genus *Santalum* was introduced in 1742 and to perfumers the best known member is *Santalum Album* Linneus. This is the official East Indian sandalwood yielding the well known fragrant essential oil. In 1812, the genus *Fusanus* was introduced by an eminent botanist, Robert Brown. It was then observed that several plants referred to the genus *Santalum* had the well defined characters of the new genus *Fusanus;* these plants were accordingly placed in the latter genus, and among them is *Fusanus Spicatus* the sandalwood tree of Western Australia. Some years later Friedrich Anton Wilhelm Miguel, a well known botanist gave to this tree the name *Santalum Sygnorum*, which botanical designation has been recently adopted by the Australians. In the Kew Index, however, the former designation is given and this is accepted in England as the standard of botanical nomenclature. The botanical similarity between the two is as close as is usual between species of the same genus. The flowers of both are purplish brown, and the fruits are purplish black globose succulent drupes having hard brown endocarps. Both species are true evergreens, the sapwood being pale and odorless and the heartwood yellow and strongly fragrant. Both plants are parasitic in their growth.

The sandalwood industry of Western Australia dates back to the year 1846. From some notes kindly sent me by Hugh Plaistowe it appears that in that year four tons of wood were exported at a value of £50 sterling. Up to about 1916 the export of sandalwood from Western Australia had proceeded without any interference from the State Government. Large tracts of forests were denuded and shipped from Fremantle and other parts of the Far East. This wood was pulled, cleaned and sold at low prices which remained at a steady level, but by 1920 the value of the exports had reached nearly a quarter of a million pounds sterling. By this time the Government of this State had realized the value of this national asset and the Ministry of Forests issued regulations controlling the export of sandalwood. An export duty of £9 per ton was therefore placed on the trunks. In spite of this, however, the exports increased and in 1923 stood at 7,705 tons; in 1924, they were 13,974 tons. The position has become so serious that fresh regulations have been framed controlling the industry. An Advisory Board has been set up to adjudicate upon and control the distribution of orders to cutters. The department arranged to limit the cutting to 6,000 tons during 1924-25 and for 1926 this has been reduced to 3,000 tons. To further ensure the continued supplies for the sandalwood oil industry a scheme of re-afforestation has been embarked upon and this has been financed by setting aside revenue from exports.

The sandalwood trees are widely distributed throughout Western Australia, but those best suited for the production of oil are found growing north of latitude 33. They attain a height of about 20 feet and grow at an altitude of about 1,000 feet. The most productive area is embraced by Kalgoorlie, Kanowna, Laverton and Mount Morgan districts. Transportations to the coast is much facilitated by the goldfields railway line. Many parts of Western Australia are still undeveloped, and are comparatively inaccessible. It is known, for instance, that large sandalwood forests exist in what is known as the Murchison district and also north of latitude 28. No railways exist at present in these localities and in consequence the wood is not available for distillers. Further north, explorers and settlers have reported the presence of Sandalwood forests and doubtless in the course of time these rich tracts of country will be surveyed and their products turned to commercial account.

In this connection it is interesting to note that the Conservator of Forests has delineated definite areas from which sandalwood may be pulled for export. He has further made provision for the reservation of roots and butts for the distillers, which parts are rich in essential oil. The trees are felled all the year round, those from 3 to 9 inches at the widest part being chosen. A limit of 3 inches is placed upon the cutters, otherwise trees which will be rich in oil in a few years would be needlessly sacrificed. The bark is trimmed off before the entire trees are placed on the train. They travel from 300 to 600 miles before reaching the port. Here they are cut about 4 inches from the roots, the trunks being exported to the Far East, the heartwood and roots being rich in essential oil are sold to the distillers.

Sandalwood has been distilled in Western Australia for

many years, but until recently the sesquiterpene alcohol content had been too low to merit its attention clinically. The oil found its way, at a low price, to a few perfumers, but it was never considered to compare favorably with the East Indian variety.

Western Australian sandalwood oil as now exported has an alcohol content of about 95 per cent calculated as santalols. Whether these sesquiterpene alcohols are in fact identical with those occurring in the East Indian oil does not appear to be perfectly clear. According to Percy May (British Pharmaceutical Conference, July, 1925) there is no evidence of any real chemical difference.

Western Australian sandalwood oil is a yellowish-white viscous liquid having the typical heavy odor of sandalwood. It differs slightly from that of the East Indian and seems to lack the balsamic note suggestive of para cresyl methyl ether in great dilution. The quality of the oil varies slightly in accordance with the habitat of the trees from which it is extracted. Those pulled from latitudes nearer the equator yield the finer oils. These oils are now a real factor in successful and economic perfumery. In the manufacture of soap the Western Australian oil has already established itself. By reason of its low vapor pressure it is an excellent fixative and as explained in the November issue of this paper it constitutes a valuable constituent of any high class basic perfume.

In the manufacture of finished perfumes and toilet preparations, it is indispensable. It blends well with patchouly and vetivert, but is often used alone when the two latter oils are not desirable. With coumarin, vanillin and musk ambrette it forms a useful base for artificial ambers, both liquid and solid. Blended with Réunion ylang ylang oil, bergamot, rose, jasmin and the crystalline fixatives it makes a good face powder perfume. In brilliantines, where violet is a favorite perfume, it renders useful service. As is well known perfumes used in stearin creams are apt to alter and in consequence lilac-terpineol-laurine mixtures are common perfumes. These are much improved and stabilized by the addition of 10 per cent of Western Australian sandalwood oil. In cold creams this oil with about ten times its volume of rhodinol or French rose geranium oil makes a good rose perfume. In artificial rose compounds from 5 to 10 per cent of Western Australian oil holds down the other lighter constituents very well. Altogether, therefore, Western Australian sandalwood oil may be said to constitute one of the perfumer's indispensable prime materials.

Health Minister Discredits Lipstick Poisoning Rumors

(Special Correspondence)

LONDON, June 15.—Colonel Harry Day, a Labor member of Parliament, asked the Minister of Health in the House of Commons if his attention had been called to recent cases of poisoning to women caused by the use of cheap lipstick, and whether he would consider amending the present legislation so as to prohibit the use of poisonous substances in these cosmetics.

"I have no reason to suppose that any action on my part is called for," replied Health Minister Neville Chamberlain.

James Sexton, another Labor member, then asked: "Would it not assist the Minister if the hon. member can testify by direct evidence as to the truth of his statement, and in the interests of domestic felicity, and to prevent possible contagion, to prohibit it altogether?"

Loud laughter greeted this query.

Research in British Empire Essential Oils

(Special Correspondence)

LONDON, June 15.—It is, of course, true that climatic conditions have more to do with the formation of essential oils in plant tissues than anything else. For this reason the production of essential oils in Great Britain from home-grown, as distinct from imported, plants is extremely limited and is scarcely likely to increase. In other parts of the Empire, however, experimental work is being carried out on a satisfactory scale and a solid foundation is being steadily laid for the extension of the commerce in essential oils distilled from Empire grown plants. During the past year or so the results of much research work on Indian essential oils have been published, chiefly by Dr. Sudbourough and Dr. Simonsen and their pupils.

Australia has almost a monopoly in the production of eucalyptus oil, but in other parts of the world, particularly Rhodesia, experiments are being made with Australian grown seed. In the case of the perfumed eucalyptus, *E. macarthuri* and *E. citriodora*, oils were obtained which were not much different from the corresponding Australian oils.

An interesting investigation on massoi bark oil, distilled in Papua, has shown that the oil is rich in eugenol, and the authorities of the Imperial Institute consider that the oil, if produced and shipped in large and regular quantities, would find a market here at a price depending on its eugenol content. The same authorities have examined an oil distilled in the Federated Malay States from a species of cinnamon, and known locally as medang losoh oil. If produced at a price which would allow it to be sold at about 1s 3d (30 cents) per lb. it is considered likely that this oil might find employment for perfuming cheap soaps, as it consists largely of safrol.

A small experimental plantation of peppermint, grown from Mitcham plants, has been started on the farm of the University College, Cork. An excellent peppermint oil, containing 66 per cent of menthol, was obtained, and more extended experiments are to be carried out.

There has been no development of any great outstanding character in the production of Empire essential oils on a commercial scale during the past year, but the amount of scientific research which must necessarily precede such a development has been most satisfactory.

Lipstick Fashions in London

(Special Correspondence)

LONDON, June 15.—What looks like a little "book" containing matches, but is in reality a small case for lipsticks of similar size and arranged on the same principle is a novelty that has just been introduced in London. For the handbag they are fitted into a neat nickel-silver case with mirror in the lid, the whole retailing for the equivalent of $1. For the dressing table they are sold at little more than half this cost fixed upright in a small fancy box. Each "lip-match" lasts two or three times or so, depending upon the lavishness or discretion with which it is used. Its fineness of size is one of the points in its favor.

Solidified perfume is rapidly becoming a favorite fitment for the handbag. Painted black and gold boxes made in Russian fashion so that the top of one forms the base of another contain perfumes of bouquet, lilac, jasmin, ambre narcissus, and rose. The entire repertory can be purchased as a unit, or in separate boxes, similarly decorated.

Synthetic "Pure" Vanilla Extracts

Paper Read by Dr. John Glassford, Baltimore, Md.
Before Convention of F. E. M. A.,
Richmond, Va., June 3, 1927

My paper might more appropriately have been entitled "The Maintenance of the Standard of Pure Vanilla Extract", for it was this thought that was uppermost in my mind in writing it.

In ruthless commercial competition as in the bloodier conflicts with which the world is cursed, the victors often suffer only a little less than the vanquished, and the prizes for which the combatants fight are often all but destroyed in the conflict. The Hague Tribunal, the League of Nations, the World Court and Disarmament Conferences are all attempts to substitute conference for conflict, discussion for destruction.

Commercial associations like our own perform a similar service in the formulation of rules of practice which raise the ethical standard of commercial competition from the level of lawless conflict to a sporting rivalry for the favor of the public in which he wins who serves best and deals most fairly with both the public and his competitors.

We serve the public by furnishing it with those indispensable flavoring materials which convert the insipid proteids and carbohydrates, comprising our basic food materials into the culinary masterpieces of those greatest and most practical of artists, our cooks.

Of first importance among flavoring extracts, far outdistancing all its rivals in popularity is vanilla extract. This popularity is well deserved, for in all nature there is no other flavor of such delicacy, such elusive charm, such refined sweetness as that of well cured, first quality vanilla beans. Three-fourths of all extracts sold is vanilla. Nothing is more important, therefore, to us as an association than the maintenance of the quality of the vanilla extract we offer to the public. Let us be careful, therefore, that in the price competition in which we must often engage the quality of the goods we offer as "Pure" vanilla extract is not sacrificed to a point where the consuming public will declare all pure extracts to be no better than compound or imitation goods, thus destroying the market for pure goods for us all. It is not only necessary that we as individual members of our association should maintain the standard of all goods offered by ourselves as pure vanilla extra, but should aid the Government authorities in the detection and condemnation of all imitation goods masquerading as genuine "Pure" vanilla extract. We are justified in calling in the police to control the outlaws.

Ever since Tiemann & De Laire invented a process for making vanillin synthetically from eugenol, genuine vanilla has had to compete with the artificial flavor made from this material. The synthesis of vanillin was a triumph of chemistry ranking with the synthesis of indigo and alizarine. It was another mile post on the road of the advance of chemistry into the realm of organic compounds formerly thought to be capable of production only in nature's most secret laboratory. Vanillin is a useful and valuable material, perfectly replacing an important constituent of vanilla. When it first came upon the market, it was predicted that the vanilla vine would follow the madder and the indigo plant into oblivion. It was soon learned, however, that vanillin was not the whole of vanilla, and so sentence upon the vanilla vine had to be suspended, and it is still allowed to grow.

There are some flavors that can be very perfectly imitated, wintergreen and banana, for instance. Such flavors usually contain as their essential flavoring ingredients, not more than one or two compounds which have been identified and which have been prepared synthetically in a pure state. Great progress has also been made in the imitation of such flavors as raspberry, strawberry and pineapple. The development of the aldehydes and their recognition as flavoring material has led to a very great advance in the quality of the imitation flavors that can now be made. In the case of vanilla, however, owing to its exceedingly complicated composition, but little progress has been made in the imitation of its exquisite flavor. All that we can do is to make a solution of vanillin and call it "Imitation Vanilla". But the Bureau of Chemistry finds that only 2/7 of the flavor of vanilla is due to vanillin, and, as we can't imitate the other 5/7, the problem of making imitation vanilla extract is only two-sevenths solved.

I wish to explain how I obtain these figures, for they are not directly quoted from the work of the Bureau of Chemistry. J. W. Sale, in his excellent paper on the "Labeling of Flavoring Extracts" which he read before this Association at its Chicago meeting in 1925, stated that his laboratory had found that a standard extract of vanilla was equivalent to a 7/10% solution of vanillin. As a standard extract contains about 2/10 of 1% vanillin, the other flavoring constituents in it must be strong enough to make the total flavor equal to the 7/10% solution of vanillin. From this, it is apparent that the vanilla owes only 2/7 of its flavoring strength to vanillin, and the other 5/7 to constituents other than vanillin.

While the regulations of the Bureau of Chemistry may at times be irksome to the manufacturers of perfectly honest food products, they, nevertheless, perform a welcome service in doing their best to keep off the market "things that are not what they seem". Without doubt, they have raised the standard of many food products since they assumed surveillance over them in 1906. In the case of vanilla extract, the bureau has a difficult problem. It is almost impossible to establish a practical standard for an extract which is made from so variable a raw material about the composition of which so little is known as vanilla beans. There is no standard for vanilla beans, not even an indirect one. By indirect standards, I mean such standards as have been prescribed for a number of spices, nutmegs for instance, in which everything is mentioned except the essential ingredient to which the flavor of the spice is due. While such standards, no doubt, protect the public from wooden nutmegs, such as are said to have been formerly produced in Connecticut, they would not exclude ground nutmeg which had long lost all

trace of its volatile oil and is, therefore, in reality, no better than its clever wooden imitation.

I wish that we could have as direct and definite standards on food products as those of the United States Pharmacopoeia on drugs, though I realize that in many cases it is impossible. In the case of vanilla, while the vanillin which we must admit is an important constituent, can be easily and exactly determined, standards regarding it would be useless as an aid in the determination of the genuineness of a vanilla extract on account of the existence of the synthetic product. For the rest, the resins which are present, have never been separated into the compounds composing them though they may be estimated as a whole. It is probable that little flavor is yielded by them, most likely, they are only fixatives for the more volatile principles to which the real bouquet of the vanilla bean is due. These most important volatile constituents have never either been identified or isolated. Yet to them alone is due the difference in flavor between a second grade Tahiti vanilla bean and a prime Mexican at two to four times the price. To standardize vanilla by the determination of these essential flavoring constituents is not at present possible. All that the chemist can do is to see that the color is not artificial, that there are sufficient gums and resins to precipitate a certain amount of lead and with difficulty to determine and uncertainly to identify the vanilla resins. If a vanilla extract passes these tests, it is declared to be pure regardless of its flavor.

As far as the vanillin is concerned, we have no case against the artificial extract; that part of the flavor which is due to vanillin, is identical with that part of the flavor of genuine vanilla extract which is due to vanillin. Neither have we any quarrel with those imitation extracts made from vanillin, coumarin and caramel which are plainly labeled and do not pretend to be any more than they are. They have their place in the market, and we do not complain of them, but on account of their presence it is more necessary that "Pure" vanilla extract be really pure and of a quality which will make its superiority to the artificial extracts apparent to the consumer. There have lately come upon the market, however, skillfully prepared imitation vanilla extracts in which an attempt is made to duplicate that 5/7 of the flavor of the vanilla due to substances other than vanillin. These extracts may contain enough genuine vanilla to color them, but they are destitute of the bouquet of high-grade vanilla beans. No doubt in some cases they have been made from cheap vanilla beans that never did have any bouquet, "wooden vanilla beans" we might call them. It is then attempted to replace the missing bouquet with various aromatic gums and resins, such as benzoin, tolu, balsam of peru and even traces of oil of rose and musk.

These extracts pass all the usual tests for genuine vanilla extract and are labeled "Pure". Not only do they compete most unfairly with genuine vanilla extract, but they injure the whole genuine vanilla extract business by giving the housewife the impression that genuine vanilla extract is no better than the imitation after all, and certainly is not worth the difference in price. An attempt is made in these synthetic "Pure" vanilla extracts to imitate the bouquet of the vanilla bean, and the trouble with them is that this bouquet cannot yet be imitated. Nature is a wonderful chemist, and while she allows us an insight into some of her simpler formulas, she has thus far jealously guarded the secret of the most wonderful flavor she has yet produced. Let us assist her in safeguarding that flavor from those who would substitute rank imitations for it, trying to persuade the public that they are genuine. Let us diligently educate the public, both by word and example so that they may realize the great difference between genuine vanilla and all of its imitations yet produced. I would also suggest that our research committee take up the study of the chemistry of the vanilla bean from the time of its ripening on the vine to that of its sale, in the form of finished extract, to the consumer, with a view to improving the quality of vanilla beans offered in the market and perhaps developing methods of standardizing them more satisfactorily than any now in use. Let us also urge upon the Bureau of Chemistry, upon whom we are dependent to keep off the market inferior goods which injure our industry, that they diligently pursue their research to the end that they may be able to detect the most cleverly concocted imitation vanilla extract and banish it from interstate commerce. Let us also seek what aid we can get from state departments where the Bureau of Chemistry has no jurisdiction.

When some chemist compounds a synthetic vanilla extract, the flavor of which perfectly imitates that of vanilla, we shall acclaim him a genius and duly acknowledge the value of his work, but until then, let us jealously guard for the benefit of the public and ourselves the sacredness of the label, "Pure Extract of Vanilla".

Disguised Alcohol Held Exempt from Seizure

Two legal officers connected with prohibition enforcement in New York recently admitted that the law had no power over denatured alcohol in transit under any sort of disguise to conceal its intended use for beverage purposes.

The admissions were made by John S. O'Neil, legal adviser to Chester P. Mills, prohibition administrator, and William A. De Groot, United States Attorney for the eastern district of New York, in connection with the seizure of twenty barrels of dandruff remedy on March 4 belonging to the A. M. R. Chemical Co., of 40 Liberty avenue, Brooklyn. Mr. De Groot had been requested to file libel proceedings to confiscate the shipment, but when he did not file them within ten days after seizure Federal Judge Campbell in Brooklyn released the alcohol to the chemical company.

Mr. De Groot said he did not think the alcohol could have been confiscated, because it was not openly intended for beverage purposes. Mr. O'Neil agreed with him. They pointed out that the laws covering the use of denatured alcohol were passed before the liquid was thought of as a beverage.

The government chemists who tested the supposed dandruff remedy said that it "evidently was not a bona fide product," and added that it was caustic enough to remove hair.

Cosmetics Help to Make Green Popular

One of the principal factors in the growth of the present vogue for various shades of green in women's outer apparel and millinery was said recently in the New York *Times* to be the increased use of cosmetics by American women. Heretofore, it was asserted, this color had not been generally popular.

"Until comparatively recently," said the man who advanced this theory, "it was practically impossible to get women in this country to take up green in a large way. The reason is simple, and it is because green is not a shade to be worn by a woman without a certain amount of color in her cheeks. Without this color, green has a tendency to make her look ghastly.

The Practical Side of Packaging

An Exposition of Methods and Machines

by F. C. Chase

E. R. Squibb & Sons

Writing an article in hope that there may be some who can find, if not profit in its reading, some interest in the subject matter, presupposes that the author justify to some extent the propriety with which he writes. In attempting to do this, we may be permitted to claim a very early contact with packaged articles. To relate, some years ago, it was our custom to rush with accumulated savings to a "General Store" in a little village lying nestled in the south-eastern part of the Green Mountains. There it was possible to acquire a collection of candies of all sorts of shape, taste and degrees of plasticity; and, after much pointing thru the counter glass, receive an assortment put up in a paper bag of marvelous design. There were wide stripes and narrow stripes, blue stripes and red stripes of alluring shades, printed up and down the bag. The bag fairly shouted the glorious array of colored candies that it contained. That package typified what we might call "package appeal." It was designed with a fundamental knowledge of child psychology. The direct appeal was based on reaction to color; the indirect appeal was based on the knowledge that a boy, at least in those days, carrying such a package in broad view, proclaimed in the action, his entire disregard of expense and invited popularity by virtue of the careful doling out of the delicious morsels among his especial friends.

It is a long road between the design and merchandising of such a package and the selection, manufacture and marketing of millions of standardized packages; but, after all, we start out with the same fundamental ideas, and arrive at very much the same conclusions. It is the intent of the author to assemble some of these fundamentals, not so much because they are new or because they are unknown, but rather that some of them may be viewed with a new perspective and that others may suggest application to those who find interest in package engineering, and that all may be corraled to serve as a reference to those of us who, for the first time, are venturing into the realm of package merchandising.

Package Selection Important

The selection or design of packages in order that they be appealing to the consumer becomes the work of the artist, the salesman, the creator of fads, the student of psychology. It is best for the engineer or production man to offer his occasional comment and opinion as a layman and fade out of the picture. On the other hand, the selection or design of a package, in order that it be economically handled is very much the concern of the engineer and the profits may be augmented or decreased to a very large extent according to the design as seen from the production angle. It is essential that this angle be taken into consideration and that a package be selected, if possible, which will lend itself to low cost production. To this end, we trust that this article will find its way into the hands of those responsible for the creation of new packages, not necessarily for the purpose of furnishing them with information for direct application but rather that they may see the packages thru he producion man's glasses.

The manufacture of a packaged item, the design of the various container materials, the handling of the raw and finished material is a rather long story.

If one were to ask "What is the most interesting side of package engineering?" we would reply: "Package assembly." We have always made a practice of eating the frosting last, and consequently, for no other reason whatsoever, defer this until we have gone over the matter of handling the preparations immediately preceding and including their transfer into the container which holds them.

Classification of Material

It is rather impossible to define any clear line of demarkation between different types of material. For instance, one cannot properly classify products by gravity, on account of differences in viscosity. Aqueous and non-aqueous products do not, as classed, behave in any predetermined manner. Liquids, emulsions, suspensions and solids might do for a classification, but some emulsions have to be filled like liquids and others like solids. The moment we try to assume a scientific attitude, we subject ourselves to scientific criticism which is neither advantageous nor desirable. In fact, academicians are requested to read no further. We have quite decided that if any value is to result from our efforts, it is essential that we hold to a rather "practical" treatment of the subject. Undoubtedly we shall employ a few scientific principles; no more than is necessary. We have experienced so many disappointments in predicting results scientifically that we would lead our readers gently but insistently away from too much prediction. There are still existent people who deny, in the face of science, the rotundity of the earth. We used to curl our lips at such obstinacy. In recent years we have come to the conclusion that they must be package engineers. For instance, we once swore most emphatically that a certain material would fill on the kind of a machine on which another was filled. Gravity, viscosity and friction co-efficients were identical. Subsequently we merely swore. The explanation for the difference in behavior, admittedly lying within the range of scientific knowledge, has not been offered. The problem is solved, however, principally through empirical data where prediction failed.

Some ways back, we were attempting to classify for subsequent discussion, the various types of material with which the package engineer has to work. We named several classifications which we felt were not desirable, but neglected to name one which might be satisfactory. The one we are inclined to favor is: "Liquids, semi-liquids and solids." You see, one of the best features about such a classification is that (as you pause and squint sideways and heavenward) you have difficulty thinking of anything that does not fall into one of those classes, excepting gases. We are overlooking these, however, for fear some reader may

make a pun. Quite serious were we, nevertheless, in selection of this means of classification because it so happens that filling machinery could as readily be similarly classified so that a discussion of the one permits discussion of the other without too much digression.

Packaging of Liquids

Excluding dairy products and beverages, for which special machinery has been developed of little interest to the manufacturer of liquids of all kinds and descriptions, we will start with some liquid that is especially easy to fill.

Let us assume that we are to merchandise a clear liquid, relatively free flowing, in two oz., four oz., and sixteen oz. bottles. The range is extreme, the sizes odd, which complicates matters, as will be seen. If you wish to put out a brilliantly clear product, don't argue over it, but install a filter immediately ahead of the filling machine. Prior filtration in process is fine. Your product should be clean when it is bottled, but it isn't. Install an auxiliary filter. There are all kinds of filters which may be purchased. One of the best for a free flowing liquid where only clarification is required, is the diaphragm type, best described as being made like a clam with a cloth or paper filtering medium inserted between the two shells. Figure out your requirements in gallons per minute, submit a sample to the manufacturers of such filters who will recommend the correct size. If the quantity is too great, or the liquid does not penetrate the usual filtering paper or cloths readily, he may advocate a cell type filter having a larger area, but of the same general type as the diaphragm. The point is: *Filter as you fill!*

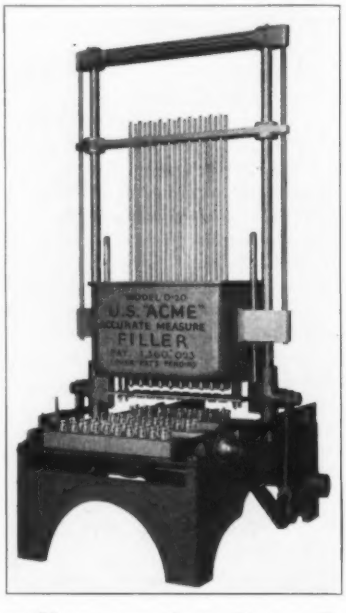
Capacity of Machines

Assuming you have the investigation of the filters under way, you are inquiring about filling machines. The first question: "What capacity per hour" must be answered on the basis of sales requirements, inventory to be carried, and several other factors which will be discussed sometime later. Let us assume that we need two thousand per hour on the small sizes and 1,000 per hour on the large size. By all means buy an automatic machine. There are semi-automatic machines that are capable of this production. The trouble with all of them is that their operation at this speed depends too much on the skill and willingness of the operator. Most automatic machines for filling liquids will produce in a day's time just as much with a green operator as with an experienced one. The reader may be wondering why we named only 1,000 bottles per hour for the machine. Chiefly because if you want 2,000 sixteen-ounce and 2,000 two-ounce bottles, the range is too great for practical operation. It is better to have two machines designed for the respective jobs, provided, of course, the idle time on the sixteen-ounce bottle will not be too great. It is generally possible to so coordinate and schedule production that a machine will run somewhat slower on the large sizes and faster on the small sizes and still meet sales requirements. On extremely large production, by all means set lines up for one size only. In other words, do not run all two ounces one day on all lines, and four ounces the next day. Automatic machinery, even though adjustable, is best left alone on one size where possible. Therefore, where possible, have one machine for each size. If sales do not warrant that, select a machine of such a size as to operate at good speed on large sizes and high speed on smaller sizes. Insist upon obtaining this information, lay out your schedule for manufacturing to sales and see if such a machine can be counted on.

Various Types of Liquid Fillers

Automatic machinery is built to operate on several different principles. There is what is known as the pressure or gravity type. The liquid is run from a reservoir on the machine at a height above the bottles into the bottles through stems. When the liquid rises to the stems, the air that is left in the bottles cannot escape and therefore no more liquid can run in. A modification of this type is the siphon principle, where the liquid passes over into the bottles through siphon tubes until the level is the same as that in the reservoir. The pressure or gravity and the siphon machines have one big drawback, namely that there is usually a drip from the nozzles or stems which soil the bottles and cause an accumulation of liquid on the machines and conveyor. These machines, usually cheaper than other types which will be described, should be avoided. Much grief is likely to attend their use.

A very accurate machine which can be obtained as an automatic but is in more general use as a semi-automatic is the measuring type. This measures an accurate quantity



MEASURING MACHINE FOR LIQUID FILLING, TRAY TYPE

of liquid and then deposits it into the bottle. One reason why these machines enjoy a fair use is that when a very expensive liquid is packaged, a greater degree of accuracy is possible than with other types. For instance, the gravity machines depend for their accuracy on the uniformity of the bottles. Machine-made bottles do run quite uniform. However, in filling to a predetermined height some bottles will hold actually less and some more than the average due to the flow of glass in the mold during the manufacture of the bottle. A measuring machine eliminates the inaccuracy due to lack of bottle uniformity. The

(*Continued on Page 224*)

Perfume and Soap in Courts and Customs

Federal Court Acts on Squibb Counterfeiting

In a case in which E. R. Squibb & Sons are the plaintiff, Oscar Voit, of New Haven, on May 16 pleaded "not guilty" before Federal Judge Marcus Campbell in Brooklyn to an indictment charging him, Max Stollerman of the Heirs Estate, Inc., and William Heckheimer, all of New York City, with conspiracy to violate the Pure Food and Drug Act.

Voit was held in $5,000 bond for trial on July 11. Voit and Heckheimer had previously pleaded "guilty" and had been fined $50 and costs in Bridgeport, Conn., on the charge of violating the Connecticut Pure Food and Drug Law, dealing specifically with misbranding. They also were taken into Federal custody.

The Federal authorities, it is reported, based their prosecution upon their findings attending a shipment from Bridgeport, Conn., of eighteen gross of bottles of what is claimed to be a fraudulently branded mineral oil to a wholesale drug company in Brooklyn. It is alleged that the bottles containing the oil which comprise this shipment were similar in size and shape to the containers used by E. R. Squibb & Sons for its standard liquid petrolatum; that labels which were imitations of the Squibb label were used on the lot shipped to Brooklyn; that an attempt was made to imitate the Squibb insignia on the caps of the bottle; and that an attempt to deceive was further carried out by the use of cartons of the same make as those used by E. R. Squibb & Sons.

Theodore Weicker, vice-president of E. R. Squibb & Sons, said: "The house of Squibb has taken the unusual course of revealing this seeming fraud at this time solely for the purpose of informing the trade and other manufacturing organizations, prompted by the belief that our experience may serve as an indication of the extremes to which imitators may go.

"Our investigation has placed in our hands the names of those retail and wholesale distributors who have purchased this alleged spurious product. For the present we shall refrain from publishing this list of names. However, if proof reaches us that the dangerous traffic in these seemingly counterfeit products is continued or resumed in any form, the house of Squibb will take prompt measures to expose the names of such dealers to the public."

A. J. Krank Wins Trade Mark Suit

The Patent Office Interference Examiner has been overruled by the Assistant Commissioner of Patents in his decision that the trade mark "Pine Tonic" for which registration was sought by Alfred J. Krank, of St. Paul, Minn., was in conflict with the mark, "Pineglow," property of the Sanitas Company, Inc. The examiner had originally denied registration to the "Pine Tonic" mark but his decision was appealed by Mr. Krank. The Commissioner held that the Sanitas Company, Inc., "is not entitled to any such broad interpretation of its rights in connection with its mark as it would be if it were the first to use a pine or some part of a pine as its mark," which in fact it was not, others having previously employed the mark.

Federal Board Cites V. Vivaudou, Inc.

WASHINGTON, June 15.—V. Vivaudou, Inc., of New York City, is charged in a complaint issued by the Federal Trade Commission with violation of the Clayton Anti-Trust Act. The complaint alleges that acquisition of the capital stock of the Alfred H. Smith Co., of New York, by the respondent and of the business of the Melba Manufacturing Co., of Chicago, by Parfumerie Melba, Inc., the capital of which is owned by the respondent, tends to create a monopoly in V. Vivaudou, Inc., in perfumes, toilet waters, face powders, cosmetics and other toilet articles. Other allegations of the complaint are that the respondent's acts have substantially lessened competition between it, Parfumerie Melba, Inc., and the Alfred H. Smith Company and restrains commerce in the sale of perfumes, toilet waters, face powers, cosmetics and other toilet articles in certain sections and communities.

According to the Commission's complaint, V. Vivaudou, Inc., acquired directly all of the capital stock of the Alfred H. Smith Company, on December 31, 1925, or thereabouts, and Parfumerie Melba, Inc., purchased as a going concern the business of the Melba Maufacturing Company on or about December 1, 1926. Parfumerie Melba, Inc., was organized by the V. Vivaudou, Inc., and all of its capital stock has since its organization been owned by the V. Vivaudou, Inc., according to the commission's complaint. V. Vivaudou, Inc., put the new corporation into commerce in a way which forever prevented it from competing with the respondent, the complaint alleged.

V. Vivaudou, Inc., has until June 30 in which to file answer to the commission's complaint.

Wanamaker Wins from Roger & Gallet

The District of Columbia Court of Appeals in a decision, just handed down, establishes the right of John Wanamaker Co. of Philadelphia to registration of the words "Charme d'Amour" as a trade mark for perfumes.

Registration of the mark was opposed by Roger & Gallet on the ground that the words were confusingly similar to its trade marks "Fleurs d'Amour" and "Bouquet des Amours".

The Commissioner of Patents dismissed the claim of Roger & Gallet and granted registration of the mark to the Wanamaker Company. This decision was appealed to the District Court of Appeals which affirmed the original decision of the Commissioner of Patents.

The court, in its opinion, stressed the point that there are numerous trade marks of which the word "Amour" forms a part and that some of these trade marks had been in use long before the plaintiff adopted its own marks and that it would therefore be improper to grant such a broad interpretation as would amount to an exclusive right to employ the word in connection with any other word or words whatsoever as a trade mark upon perfume.

Many Things of Value

(Dainty Lady Perfume Co., Detroit, Mich.)

I like THE PERFUMER very much. There are many things of value in it, and I don't see how one could get along without it.

Appraisers Disagree on Glass Bottles

No. 2991.—Protest 121853-G of C. B. Richard & Co. (New York). The merchandise in question consists of a small glass bottle with a glass stopper, the lower end of the stopper being a glass point to which a camel's-hair brush is to be attached. The inside of the neck of the bottle and the portion of the glass stopper fitting therein, also the top and beveled edges of the stopper, are ground. The merchandise was classified at 55 per cent ad valorem under paragraph 218, tariff act of 1922, under the provision for glass articles not specially provided for, blown or partly blown in the mold or otherwise, cut, ground (except such grinding as is necessary for fitting stoppers or for purposes other than ornamentation), decorated or ornamented in any manner, filled or unfilled, or whether their contents be dutiable or free. The bottle is claimed dutiable under paragraph 217 according to the size.

Opinion by SULLIVAN, J. The testimony showed that the bottle is known as a French square glass bottle, that the elongation of the stopper is for the purpose of fastening a camel's-hair brush thereto, and that the stopper is decorated. The testimony also showed that the bottles are used for nail-polish and corn-cure preparations, but does not establish that they are of the character *ordinarily* employed for the holding or transporation of such preparations. It was also shown by the testimony that the glass cap of the stopper has been cut and is of an ornamental nature, that the bottle has been blown in a mold, and that the top of the stopper has been ground and polished. The merchandise was therefore held properly classified under paragraph 218.

BROWN, J., dissenting, said the record shows that these bottles and stoppers are molded, that the *eo nomine* provision in paragraph 217 is manifestly more specific than the general provision for articles of glass not specially provided for in paragraph 218; that the sample shows these glass bottles are about as plain as bottles of that kind can be, and that the grinding on the bottles and stoppers is merely a finishing process to make the top of the stopper (which comes out of the mold with a rough projection) conform to the other sides or faces of the stopper as molded, making the top thereof no more or less ornamental than the rest of the stopper as it comes from the mold. Justice Brown also stated that dropping bottles having glass stoppers constructed with grooves were held dutiable as bottles in G. A. 7292 (T. D. 31969), and that the majority ruling herein also seems in conflict with Hudnut *v.* United States (T. D. 42049).

"Stacomb" Wins Imitation Litigation

The District Court for the District of Massachusetts has denied a motion for a preliminary injunction in the case of Standard Laboratories, Inc., v. Specialty Drug Manufacturing Corporation of America, No. 640 in equity. This suit was based, as reported on page 150 of our May issue, on imitation of trade marked packages containing "Stacomb." The full text of the opinion of Judge Marris follows:

"At the argument upon the motion for a preliminary injunction, the defendant, through its solicitor, consented in open court to the immediate entry of a final decree as prayed for by the plaintiff or, in the alternative, to have the record and argument upon final hearing.

"The plaintiff nevertheless demands that a preliminary injunction issue upon facts to be found from the record made upon the motion. But, in view of the position taken by the defendant, no ground remains upon which a preliminary injunction may stand. The motion must be denied."

Insecticide Association Plans Publicity

A national advertising and publicity campaign was discussed last month at the mid-summer meeting of the Insecticide and Disinfectant Manufacturers Association at the Edgewater Beach Hotel, Chicago. A committee was instructed to report at a later meeting. Co-operative advertising and publicity was discussed at length by E. A. Stone, vice-president of the Standard Oil Co. of New Jersey. Other speakers were Harry W. Rubel of the West Disinfectant Co., Chicago; John Powell of John Powell & Co., New York, and C. C. Baird of Baird & McGuire, Holbrook, Mass. The annual meeting of the association will be held in New York in December.

Institute of Chemistry Appointment

The appointment of James Kendall, recently made Dean of the Graduate School of New York University, to direct the courses in inorganic chemistry at the new Institute of Chemistry of the American Chemical Society has been announced. Dean Kendall is one of a group of foreign and American chemists who, it was said, will organize instruction in this pioneer effort of American chemists to construct an educational organization for teaching and research which will function for a month each year and constitute a world clearing house of chemical knowledge.

The first sessions of the institute will be held at Pennsylvania State College, beginning July 4.

Trade Board Meets

New York Board of Trade and Transportation held a luncheon meeting June 8 at the rooms of the Board. G. R. Parker, chairman of the Export Method Group, National Foreign Trade Council and president of the American Exporters' and Importers' Association, addressed the members on the subject of foreign trade.

Chemists' Club Wins Tax Suit

The Chemists' Club of New York has won its suit for the exemption of dues paid to it by its members from federal taxation. The court, in deciding the case in favor of the club, asserted that the evidence proved the club to be an organization for the advancement of scientific knowledge and not a social organization.

American Chemical Society Detroit Meeting

Plans are now being completed for the regular fall meeting of the American Chemical Society, which will be held this year at Detroit, Mich. Programs for the sectional meetings are now being arranged. Details of the general meetings will be announced later.

Leon Cohn Wins from Renaud & Cie

The Assistant Commissioner of Patents has upheld the original ruling of the examiner of trade mark interferences denying registration of the trade mark "Forest of France" to Renaud & Cie., New York City, on the grounds that it was confusingly similar to the trade mark "Forest" previously registered by Leon Cohn, of Paris, France, trading as Parfumerie Forest. The Commissioner held that inasmuch as both parties use their marks on goods purporting to be of French origin, or so indicated upon their labels, the similarity would cause confusion in the minds of possible purchasers.

Activities of Associations and Societies

Paper Box Makers Meet

The annual convention of the National Paper Box Manufacturers Association was held at the Palmer House, Chicago, Ill., the week of May 16. The first business session was held on the morning of May 18. Delegates were welcomed to Chicago by W. R. Dawes, president of the Chicago Association of Commerce. President A. G. Burry told of the work of the association in improving the industry and outlined plans for the coming year. His address was supplemented by the report of the secretary. An interesting talk on merchandising was delivered by Arthur G. Taylor, president of the Executives Training Association. Col. Hugo Diemer of LaSalle Extension University spoke on the solving of management problems. Problems of creating business, selling and advertising were effectively dealt with by Walter C. Carlson former president of the association, Walter E. Trum, vice-president of the association, Joseph H. Parry and David M. Singer.

Production and costs and the elimination of waste were subjects discussed at another session by H. F. Dewing, J. Gregg Paine of the Human Research Corporation, F. M. Durbin, H. N. Tolles, M. L. Twomley, F. A. Fielder, A. Handleman and James H. Hickman.

Other speakers at the convention included Howard P. Beckett, Walter C. Carlson, Hugo A. Anderson, David R. Forgan, W. Clement Moore, M. H. Nolan, James L. Kalleen, E. H. Newton, Mrs. M. P. Everard and George A. Fisher.

The following officers and directors for the ensuing year were elected: President, Andrew G. Burry of Fort Wayne, Ind.; vice-president, Walter E. Trum of Brooklyn, N. Y.; treasurer, Frank S. Records, Philadelphia, Pa.; directors: New England Division, Frank C. Babcock, West Somerville, Mass.; Central Division, Frank Stone, Philadelphia; Southern Division, Paul A. Clement, Atlanta, Ga.; Eastern Division, Wm. A. Reichert, New York City; Western Division, George J. Kroeck, Chicago.

Food and Drug Officials Meet at Rochester

About fifty delegates of the Central Atlantic States Association of American Dairy, Food and Drug Officials held their annual meeting at Rochester, N. Y., June 8, 9 and 10. Kenneth F. Fee, of the New York State Dept. of Agriculture, presided at the sessions at which Dr. John Miller, W. W. Scofield, and James E. Thompson, all state officials, were leading speakers. Dr. George W. Grim, of the New Jersey State Health Department, was also a speaker. Entertainment features included visits to the plants of the Taylor Instrument Co., Eastman Kodak Co., and other Rochester industrial plants.

Merchants' Association Elects

The Merchants' Association of New York at its recent annual meeting re-elected the entire retiring Board of Directors. At a subsequent meeting of the Board, officers were re-elected as follows: President, Lucius R. Eastman; first vice-president, Lincoln Cromwell; second vice-president, Bertram H. Borden; third vice-president, Henry Ives Cobb; treasurer, John H. Love; secretary, S. C. Mead. The board was increased from 24 to 27 members.

Pharmaceutical Makers' Convention

The annual meeting of the American Pharmaceutical Manufacturers' Association was held the week of May 23 at Asheville, N. C. The convention was well attended and a most interesting program both of business and entertainment was provided by the committee in charge.

R. R. Patch, president of the Association, presided at the sessions and delivered an informative outline of the work of the association during the last year with numerous valuable suggestions for continuing this work, and for new subjects to be taken up in the future.

B. L. Maltbie, historian, read an historical sketch of the Association at one of the early sessions. Committees on pharmaceutical research, business policy, credits and collections, trade names and prior rights, costs and accounting, contact with government bureaus and other associations, employment, advertising and publicity, catalog simplification, sales, insurance, and legislation reported to the convention on their work during the year and offered suggestions for direct action by the convention.

The association, by resolution, pledged its support to the newly created Food, Drug and Insecticide Administration. It also recommended amendments to the Federal Food and Drugs Act calling for publication of official methods of analysis, delivery of a checked sample to the manufacturer, or other party interested, of each lot to be analyzed by the Bureau of Chemistry and an amendment on the subject of "Tolerances." A resolution was also adopted recommending reduction of the corporation tax, while another suggested study of state taxation of foreign corporations. The association also applied by resolution for admission to and participation in the 1930 convention for revision of the Pharmacopoeia. Still another resolution protested against any governmental rule which would require synthetic food or drug products to be labelled and sold as "imitations." Resolutions of appreciation were adopted for the *Oil, Paint and Drug Reporter;* S. B. Penick and Mrs. R. R. Patch, joint chairmen of the entertainment committee; the Asheville, N. C., Chamber of Commerce and the management of the Grove Park Inn.

A mid-year business meeting will be held this year at Pittsburgh. This meeting is for active members only.

Following is the list of officers elected for the ensuing year: president, R. Lincoln McNeil, of Robert McNeil, Philadelphia; first vice-president, George H. Gould, of George H. Gould & Son, Louisville; second vice-president, E. H. Hessler, of G. S. Stoddard & Co., New York; secretary, J. G. Searle, of G. D. Searle & Co., Chicago; treasurer, Carl N. Angst, of Pitman-Moore Co., Indianapolis; members of the board of directors, Ralph R. Patch, of E. L. Patch Co., Stoneham, Mass.; J. E. Bartlett of Pittman-Moore Co., Indianapolis; R. M. Cain, of Swan-Myers Co., Indianapolis.

Golf, automobile and horseback riding and various other recreations for which Asheville is famous constituted the entertainment program. The prizes for the various contests were awarded at the annual banquet at which the retiring president, R. R. Patch, presided. The principal address at the dinner was on "Reminiscences" by George C. Hall, of Kalamazoo, Mich.

Hidden Currents

by Frank K. Woodworth, of Ungerer & Co., New York

In everything which concerns the true orientation of the art of perfuming in its diverse and manifold manifestations it is difficult, nay, impossible to be precise and concrete. We can only express our position in terms of generalizations more or less vague.

Yet the preoccupation of the modern perfumer which, since he often works by instinct and intuition controls his results, is governed always by powerful if unseen directives.

Yielding to the resultant of these unseen forces he seeks the creation of products distinguished by unusual fixity and power, yet with the floral character dominating the whole. From the fact that each perfumer strives for originality it results quite inevitably that there is not, properly speaking, any general orientation of effort. On the contrary, each essays and brings forth results according to his own initiative and his conception of taste.

Yet the powerful subconscious directives react on each individual and the art of perfumery during a given period demonstrates originality only within flexible but fairly well defined limits. Today, these limitations demand the creation of powerful, lasting odors with the jasmin note prominent. Tomorrow, who knows what radical alteration of orientation may occur?

The most successful are those whose delicate perceptions feel the first change of direction in the current of perfume development. To possess the ability to do this is to have a strong claim to the often used but seldom deserved title of genius. Before yielding completely to the temptation which is ever present with the perfumer to condemn all compounds and insist upon the employment of basic raw materials exclusively it is not inadvisable to consider first in how far such an ambition coincides with discretion and enlightened self-interest. Neither sentiment, pride nor prejudice should be ruling factors in the decision.

One feels an inclination to sympathize with the highly skilled perfumer in his wish to stand squarely upon his own feet, independent of outside aid, and yet such an attitude is illogical and impractical since there is no man so expert and so endowed with genius that he cannot profit through the use of tools forged by other hands than his. And it is a fact that those who stand highest in the ranks are most ready to avail themselves of the genius of others, building upon this stable foundation their own superb compositions.

But there is another phase of the question which is usually neglected, even overlooked entirely, which is of fundamental importance. Many compounds make possible effects not otherwise obtainable for the reason that they comprise constituents available to none but the originator.

New perfume bases of inestimable value are discovered only at long intervals. Offered under their chemical names or in the pure state under fanciful names they could be duplicated by others and their value to the discoverer minimized. Protection by patent is futile so that the originator conceals their identity by making them available to the perfumer in the form of specialties, which indeed enhance the value of the new products.

Many times these valuable bases are not merely added to the compound but are even distilled with some of the other ingredients, thus serving two ends. Not only is the secret base more skillfully concealed but the resultant compound becomes more truly a blend and not a mixture.

As might be expected, the number of specialties or compound perfume bases on the market is legion. Too many of them little deserve the attention which is bestowed on them. Many others are at best mediocre, useful but not indispensable.

On the other hand there are some of these bases which are of such well recognized and outstanding value as to fairly deserve their claim to indispensability. To this class belong only those which added new notes to the gamut of odors and whose characteristics have rendered them of supreme value in the creation of perfumes.

To attempt the duplication of such compounds without possessing the key to their structure is useless but to regard this fact as a valid excuse for refusal to profit by their unquestionable value is hardly more consistent than to ignore the rose, the jasmin or the orange flower notes. The criterion by which to judge a perfume material will always be not price or origin, but accomplishment.

The wise perfumer will never allow prejudice to circumscribe his activities, or diminish the extent and the number of his triumphs.

New Head of Philadelphia Pharmacy College

A reception to Dr. Wilmer Krusen, the recently elected president of the Philadelphia College of Pharmacy and Science, was given May 27, at the Bellevue-Stratford Hotel, Philadelphia, by the Board of Trustees of the College. In the large attendance of ladies and gentlemen were many of the city's best known physicians and pharmacists, and representatives from the faculties of the University of Pennsylvania, Temple University and other nearby educational institutions, and the city's professional Clubs and Societies.

Dr. Krusen's first public appearance as the president of the college was on Tuesday, June 7, when the cornerstone of the new college buildings at 43d street and Kingsessing avenue was laid in the presence of a distinguished gathering. On June 8 the commencement exercises of the college were held in the Aldine Theatre.

Dr. Krusen is Director of the Department of Public Health of the city of Philadelphia.

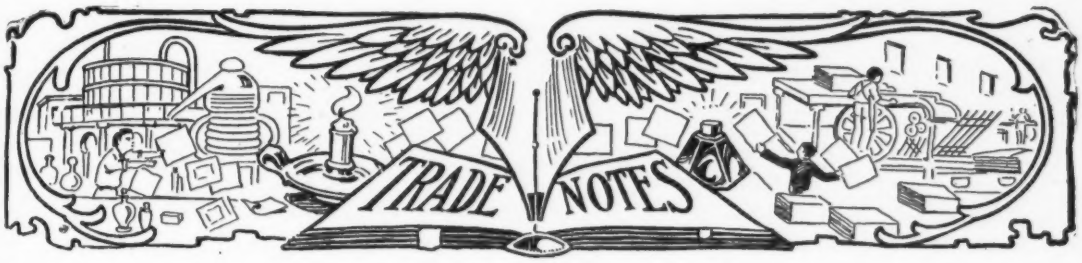
Practical Side of Packaging

(*Continued from Page* 220)

siphon machines depend upon the uniformity of the bottles for uniform filling so far as quantity is concerned, which is not true, as before pointed out on the measuring machines. On the other hand, if the bottles are not uniform and you measure an accurate quantity into each one, some bottles will give the appearance of short measure and others will look over-filled. This presents a problem which should be considered from the merchandising standpoint. That is, does the public want accurate measure to the nth degree or does it want to see a full bottle, that is, a bottle which is always filled to the same level which it is possible to do on the gravity and siphon machines. The measuring machine, as a rule, need not be used if your particular design of bottle permits it being machine made and the manufacturer of your bottles is well equipped.

Note:—Illustrations used in Mr. Chase's series on packaging are designed to show general types of machinery. The possible purchaser should investigate the various makes of each type before making installations.

(*To be Continued*)



Miss Elise Bowden Bogert, daughter of Colonel and Mrs. Marston Taylor Bogert of 1158 Fifth avenue, was married on June 14 to Frederic K. Huber, son of Mr. and Mrs. H. Christian Huber of Mountain Lakes, New Jersey, in the Collegiate Church of St. Nicholas, Fifth avenue and 48th street. The ceremony was performed by the Rev. Arthur F. Mabon, pastor of the Hamilton Grange Reformed Church of New York, the Rev. Malcolm J. MacLeod, pastor of the Collegiate Church of St. Nicholas, assisting.

Miss Dorothy Daubel was maid of honor, and Mrs. Frank B. Tallman served as her sister's matron of honor. Miss Charlise B. Tallman, niece of the bride, was flower girl. Other bridal attendants were the Misses Frances Polack, Barbara Hazzard, Anita Peck and Caroline Whyland.

Francis Huber was his brother's best man, and the ushers were Morton V. Joyes, Chauncey Marsh, Eric Newsholme, Charles Wieters, John Evans, Frank B. Tallman, William Matthews and Jonathan Van D. Norman.

A reception was held at Sherry's.

Armour & Co., Chicago, have just organized a new department of research. The department will be under the direction of William P. Hemphill who has been elected vice-president of the company in charge of this division. Edward L. Lalumier has been appointed comptroller in place of Mr. Hemphill, who had held that office. The first work of the new department will be a continuation and reorganization of marketing research work which has been carried on by the company to some extent in the past. Later the activities of the department will be broadened to include other branches of the business.

Pinaud, Inc., New York City has apopinted Olmstead, Perrin & Leffingwell, Inc., New York, its advertising representatives for Pinaud's hand and face creams. Magazines and newspapers are to be used but definite plans for the campaign have not yet been formulated.

Richard Hudnut, 392 Fifth avenue, New York City, announces the opening of a new Paris branch at 20 Rue de la Paix, where a complete line of Hudnut products will be available.

The firm has taken out a group insurance policy in the Travelers for the protection of approximately 1,000 employees in New York, Toronto and St. Louis, totaling more than $600,000.

The Snow White Cleaner Co., of Albany, N. Y., has leased a building in Pittsfield, Mass., for use as a plant. This building will be occupied in the near future, according to a recent announcement by H. M. Westfall, president.

Henrietta Trimble, who for several years has been advertising manager of Marie Earle, has resigned and is succeeded by Miss Davenport, formerly with Marinello Co. Miss Trimble has accepted a position on the executive board of Primrose House.

General approval has been expressed in the trade over the appointment of Dr. James M. Doran as Commissioner of Prohibition. Dr. Doran is no stranger to many of our readers who have not only been conversant with the satisfactory performance of his duties in the chemical division of the Prohibition Unit, but who have met him at conventions of the American Manufacturers of Toilet Articles and the Flavoring Extract Manufacturers' Association.

DR. J. M. DORAN

Dr. Doran was born in Grand Forks, N. D., on August 17, 1885, the son of the Rev. Dr. and Mrs. Frank Doran, active in the ministry for many years. He was educated in the public schools of Minnesota and graduated from the University of Minnesota in 1907, subsequently doing post-graduate work in George Washington University. He entered the government service on July 15, 1907, as a chemist in the Bureau of Internal Revenue. He became head of the Industrial Alcohol and Chemical Division on October 15, 1920, which division performs all of the chemical and technical work of the bureau, and in that capacity had charge of and completed the work of the concentration of distilled spirits. On December 1, 1926, he became head of the Technical Division of the Prohibition Unit. Dr. Doran has specialized in chemical studies of alcohol, and has published a number of scientific papers on this and related subjects.

In a joint announcement to the trade accompanied by letters signed by officials of both companies, the Owl Drug Co., and E. R. Squibb & Sons state that the recent controversy between the two arising out of sales policies has been amicably settled. The Owl Drug Co., has signified its approval of the Squibb sales policy and has signed a Squibb Distributor's Franchise. The controversy has been watched with interest by manufacturers and by proprietors of chain stores as having a considerable bearing upon future sales methods of both groups.

Bonita Products Co., Atlanta, Ga., has just placed upon the market a new household soap product to be known as Bonita Powdered Soap. An extensive marketing and advertising campaign is contemplated by the company.

Royal Crown Soap Co., Vancouver, B. C., has prepared plans for an addition to its already extensive factory at a cost of about $75,000. Bids are to be asked the latter part of June, and work will begin in July.

The F. Kingman Co. has been organized in Sacramento, Calif., to manufacture perfumes, cosmetics and barbers' supplies. At a recent dinner of the officials of the new organization it was announced that the company would start manufacture within the next two months. Manufacture of perfumes on a small scale has already been begun. Fred J. Harris is president of the company, and Fong King Man is a director and the originator of the formulas to be used.

Negotiations were completed recently for consolidation of the Richardson Drug Co., Omaha, Neb., with the Churchill Drug Co., Burlington and Cedar Rapids, Ia., and Peoria, Ill. Combined assets of the companies approximate $3,500,000. Management of the companies will not be affected by the consolidation.

Warren N. Churchill, Burlington, becomes president of the combined companies. Fred M. Birks, Peoria, will be vice-president; E. P. Ellis, Omaha, secretary, and Walter K. Roth, Cedar Rapids, treasurer.

A new contributor to our columns is introduced by the series of articles on "The Practical Side of Packaging" which begins on page 219 of this issue. The author is Frank C. Chase, formerly head of the Development Department of E. R. Squibb & Sons, Brooklyn, N. Y.

F. C. CHASE

Mr. Chase was graduated from Boston University with the degree of B. S. in chemistry and later took special work in the Harvard University Graduates School of Chemistry. After leaving Harvard, he entered the employ of Merck & Co. where he remained as assistant head of research until 1921. Since that time he has been associated with E. R. Squibb & Sons. During 1924 and 1925 he had charge of design and installation of equipment in the new 13 story Squibb building in Brooklyn. For the last year he has been superintendent of the New Brunswick, N. J., plant of E. R. Squibb & Sons.

Mr. Chase has made a special study of packaging and filling problems and we are confident that his articles will be of considerable interest and value to our readers.

Renaud & Cie., Paris and Montreuil, has moved its research laboratory from Neuilly to Montreuil, where it will be able to work in closer co-operation with the other laboratories of the company. The firm is represented in the United States by Renaud & Cie. of America, Boston.

Parfumerie St. Denis, New York City, has announced the appointment of J. A. Cavanaugh as sales manager. Mr. Cavanaugh was formerly with the Northam Warren Corporation.

Paul G. I. Lauffer has accepted an appointment as chemist for Pinaud Inc., New York City, effective July 15.

Dr. Lauffer is well known to scientific men in our industry as the holder of the Fritzsche Fellowship in Chemistry at Columbia University. He was graduated from Washington and Jefferson University with the degree of B. S. in 1921. Following his graduation he continued at the same institution as graduate assistant in chemistry, receiving the degree of M. S. in 1923. He spent the summers of 1922 and 1923 as a student at the University of Chicago. In the autumn of 1923 he came to Columbia to continue his work in chemistry under Dr. Marston T. Bogert. He was honored with the DuPont Fellowship which he held during 1924 and 1925, and was appointed assistant in organic chemistry, a position which he held during 1925 and 1926. He received his Ph. D. degree from Columbia for work on acridine medicinals in 1926. His work in connection with the Fritzsche Fellowship consisted of research in synthetic perfume problems.

PAUL G. I. LAUFFER

The exact nature of his new duties with Pinaud Inc. have not been fully determined but he will be associated with both research and production work.

United States Industrial Alcohol Co. has declared the regular 1¾ per cent dividend on its preferred capital stock, payable July 1 to holders of June 30.

The Board of Directors and the staff of the Cleanliness Institute, New York City, an organization recently established to promote public welfare, efficiency and health by developing and circulating information emphasizing the practical importance of cleanliness in every department of human life, plans to hold a dinner at The Park Lane, on the evening of June 23. Among the directors of the association is Sydney M. Colgate, president of Colgate & Co.

"La Lete" bath cubes are a novelty recently placed on the market to be used in place of the popular bath salts. Twelve cubes, wrapped in "Cellophane" in colors, three in green called "Chypre," three in rose called "Rose," three yellow "Jasmin," and the remaining ones "Violette" in a wrapper of the same shade. Gold labels bearing the name of the perfume used seal each cake and add materially to the attractive package. A plain black box into which the cubes are tightly packed forms a contrasting and effective background for the product.

This same manufacturer used "Cellophane" to wrap bath salts of several different colors and scents in tubes holding the proper amount for one bath. They are packed nine in a row, in an attractive black box upon which the firm name appears in gold.

Building up one of the largest toilet goods businesses in the world on the policy of the finest quality attractively packaged, the United Drug Co., Boston, Mass., has scored a great success in two of the recent lines offered to the public in "Cara Nome" and "Shari," under the Langlois trade mark.

Nothing has been spared in the way of expense in the creation of these two lines, and in "Shari" a new innovation was offered for the first time, namely, lithographing on silk.

For the last ten years the toilet goods department has never failed to show a gain over the preceding year, and it now occupies over 100,000 square feet of floor space, having a perfume storage in glass-lined tanks of 20,000 gallons, employing many hundred people.

Frank N. Langlois is in charge of all manufacture of toilet preparations and George P. Sargent is in charge of perfume sales.

The company's trade marks on perfumes are "Cara Nome," "Shari," "Jonteel," "Truflor," "Harmony," "Klenzo," "Georgia Rose," "Ramee," "Juneve," "Rexall," "Rikers," and "Langlois."

LOUIS K. LIGGETT

FRANK N. LANGLOIS

G. P. SARGENT

An idea born on a railroad train between Seattle and Spokane, Washington, evolved from the mind of a twenty-five-year-old American traveling salesman, a native of Detroit, Michigan, was responsible for the development of the United Drug Co. business—which, twenty-three years after its inception, amounts to $150,000,000 a year—by far the largest drug industry in all the world, with more than 1,200 stores in the United States and Great Britain, and possessing upwards of 10,000 stockholder agents in both countries.

When the concept flashed through the brain of Louis K. Liggett that the path to success in the drug industry of the United States lay in pooling the business of individual drug stores, he had no idea of the pace at which his vision would travel or the sphere of influence it would cover in less than a quarter of a century thereafter.

Calling on forty druggists in as many cities of the far and middle west, young Liggett imparted his plan of something different than these men had ever thought of before, and, securing $4,000 from each of them, the United Drug Co. became a corporate entity in March, 1903, for the purpose of making and distributing the goods to be sold to the public in these two score stores; of utimately merging into a national reputation thousands of local and divergent medicinal and other specialties; of establishing economies in production and distribution, and of consolidating these influences into one composite whole.

These original investors, who became manufacturers and distributers, were not only able to make larger profits, but it was given to them to supply the public with better goods in larger quantities and at lesser prices than previously.

The first year's business, done in part of a building containing 30,000 square feet of floor space, amounted to $67,000, but expansion quickly followed until today it requires an eight-story concrete building, covering an entire square in the city of Boston, to produce the confectionery products supplied to the Liggett and Rexall stores of the United Drug Co., into which enter carloads of cocoa beans from Venezuela, Mexico, Central America and the West Indies; nuts by the ton and fruits fresh from the vines and trees, while a rubber factory in New Haven, Conn., owned by a United Drug subsidiary corporation, produces the rubber products handled by the stores; three large stationery factories in Worcester and elsewhere produce envelopes and letter-paper; a plant at Highland, N. Y., turns the grapes produced in the soil of the Empire State and the straw-

VIEWS OF INTERIOR OF PLANT OF UNITED DRUG CO.

berries grown on the company's Virginia farm into fruit juices, while tobacco companies and other producing groups contribute to the varied needs of the corporation.

The Liggett chain of 446 retail drug stores owned outright by the United Drug Co. is the outgrowth of a small beginning when there was but one store in Buffalo, N. Y. They now reach from Bangor, Maine, to Los Angeles, Cal., Minneapolis to New Orleans, Miami and back to the eastern seaboard. As fast as possible stores were added where the rights of Rexall agents would in no wise be encroached upon. While many of the Liggett units are successors to former individually owned Rexall stores, no branch has been opened save where the proposal came from a Rexall owner. The company considers its contracts with its agents sacred and its policy has been to accord them complete independence and action.

A tremendous addition to the chain was made in 1915 when the Riker-Hegeman stores were taken over.

The English branch, established about 1910, was serving more than a thousand Rexall units in the British Isles, when, in the spring of 1920, Louis K. Liggett purchased of Sir Jesse Boot, the owner of the Boots Pure Drug Co., comprising about 800 retail shops, the four large manufacturing plants located at Nottingham, England, which formed the assets of that great corporation. There have since been added to that chain some 138 additional stores, and no extension of the interests of the United Drug Co. has proven so far-reaching and so profitable to the stockholders as this great accession to its ramifications. It would have required years to create, organize and develop the company's business abroad to the proportions that had been reached by Boot, whose stores at the time were doing a business of $30,000,000 a year.

The United Drug Co. has a capital of $100,000,000, but this sum by no means represents the investment of the subsidiaries which it controls.

Mione Soap, Clifton Heights, Pa., has placed its advertising account with May Advertising, Inc., Philadelphia. Newspapers are being used.

M. H. Karker, president of the Jewel Tea Co., Chicago, in a recent issue of the *Executives' Service Bulletin*, published by the Metropolitan Life Insurance Co., tells in interesting fashion the methods of his concern in handling employment and personnel problems. Mr. Karker's article is entitled, "Getting the Best Out of Man Power."

Sales of the Peoples Drug Stores, Inc., for May amounted to $633,944, compared with $523,444 during the same month last year, an increase of $110,500, or 21.11 per cent. Sales for the first five months of 1927 amounted to $3,093,205, as compared with $2,343,966 for the same period of 1926, an increase of $749,239, or 31.96 per cent.

Louis Spencer Levy, editor and publisher of this journal, sailed on the *Aquitania* May 31, with Mrs. Levy for a short visit to Paris and Grasse.

He expects to be in Grasse at the beginning of the jasmin crop to see the treatment of this important flower, the various methods used in the production of the perfume materials, and if the weather is propitious, to secure some interesting cinema films.

A party was given recently by the Nestor Club of Meyer Brothers Drug Co., St. Louis to welcome S. B. Simpson, second vice-president of the company, to the ranks of those who have been connected with the organization for fifty years. Mr. Simpson entered the employ of the company in 1877 at the age of fifteen as an office boy. He now has charge of house operations for the company. Mr. Simpson was presented with a silver coffee set by the company and a tray to match by the Nestor Club. His son, Stanley J. Simpson, begins his apprenticeship with the Meyer company this year.

William W. Robertson, general manager of the Orford Soap Co., manufacturers of Bon Ami was elected a director of the Manchester Trust Co., Hartford, Conn., at the annual meeting of that organization.

Frank M. Boyles, president of Jack Beverages, Inc., New York City, and Miss Dorothy Lockwood Thompson, of Jersey City, were married on May 26. Mr. Boyles, who is well known in flavoring extract circles both through his connection with the industry and through his work in the Flavoring Extract Manufacturers' Association, became president of Jack Beverages about a year ago. Prior to that time he had been associated with McCormick & Co., of Baltimore, for whom he acted as chief chemist for several years. He has done much important research work on vanilla and lemon extracts and is the author of several contributions to the technology of this subject. His bride is the daughter of Mr. and Mrs. Thomas Thompson of Jersey City. Mr. Boyles' many friends in the trade will join with us in extending heartiest congratulations.

DR. AND MRS. F. M. BOYLES

Earl T. Booth, of the Larkin Co., Buffalo, N. Y., and Mrs. Booth sailed on the *Carmania* May 26 for a two months' European trip. Mr. Booth expects to visit London, Paris, and Grasse, where he will remain for a week. He will meet a party of friends in Nice and with them will tour the continent for about five weeks, returning home about August 1.

Cards have been received announcing the marriage on June 11 of Thomas W. Delehanty to Miss Mary Cecelia Bergin. Mr. Delehanty will be remembered by our readers as a speaker at the recent convention of the American Manufacturers of Toilet Articles. He is Assistant Chief of the Chemical Division of the Department of Commerce. Mrs. Delehanty is a daughter of Mr. and Mrs. Michael N. Bergin of Washington, D. C.

VIEWS OF PINAUD BUILDING
1. Mixing. 2. Exterior. 3. Filtering. 4. Washing, Filling and Labeling

Manufacturing operations have been started in the new plant of Pinaud, Inc., 220 East 21st street, New York City. The new building, which was dedicated with appropriate ceremonies on December 14, has now been completed and machinery and equipment installed. It is excellently equipped for manufacturing, packaging and shipping operations and is considered a model of its kind.

The basement is given over to storage and boiler room facilities, the latter of the most modern, oil burning type. Shipping and receiving departments are located on the street floor with a convenient indoor loading platform. From this floor, the raw materials and alcohol are transported on commodious freight elevators to the laboratories above.

The second floor is given over to actual manufacturing operations. The alcohol upon receipt is taken to the alcohol room on the third floor where an ingenious system carries it direct from the drums by gravity to the mixing apparatus on the floor below. By a similar system, the other ingredients for the products are introduced into the mixers without coming into contact with the air at any time. After mixing and aging, the products, now in finished state, are pumped to filling machines which are located on the third floor.

On this floor, packaging, capping and labeling are carried on by the most modern types of equipment. The packaged goods are then conveyed by a chute to the stockroom, which is located in the rear of the second floor.

The executive and general offices are on the seventh floor of the building where also the private research laboratories of the company are located. Ample room for expansion and for the installation of further equipment is afforded by the other floors.

The entire manufacturing operation from receipt of raw materials to delivery of the finished product to the stockroom is carried on without the material coming into contact with the air, thereby preventing losses through evaporation and contamination of the finished product. The building itself is of modern concrete and steel construction with façade of pressed brick. It is so arranged as to provide ample light and air at all times. A feature is a special fire tower entirely separate from the main building, which itself is practically fireproof. This tower is accessible only from fire escapes.

In addition to the specialties for which the firm is so well known in this country, Pinaud, Inc., manufactures a virtually complete line of cosmetics and also acts as selling agent for the products of La Maison Ed Pinaud, Paris.

Twenty-five hundred sculptures in soap were exhibited June 7 at the public opening of the Third Annual Exhibition of Small Sculptures in Soap at the Anderson Galleries, 489 Park avenue. Prizes of $1,000, offered by Procter & Gamble of Cincinnati, were awarded.

The first prize of $300 in the professional group went to George R. Lum, an engineer of the Bell Laboratories, for his "Cranes;" the second prize, $200 was awarded Eleanor Tenney of Winnetka, Ill., for her "Pan," and third prize, $100 went to Margaret Postgate of 281 Park place, Brooklyn, for a statuette called "Figure."

The Pennsylvania Soap Co., Lancaster, Pa., has been repurchased by Charles A. Zook, formerly owner of the company, but who for the last two years has not been connected with the organization. The company has been operating under a receivership since March 15, 1927, and Mr. Zook has announced that he will completely reorganize the business and will take steps to bring about an increase in sales.

The 446 drug stores of the Louis K. Liggett Co., a subsidiary of the United Drug Co. of Boston, Mass., reports sales of $4,982,079 for April, 1927, compared with $4,260,131 in April, 1926, an increase of 16.9 per cent. Since January 1, 1926, 112 stores have been added.

The sales for the first four months of 1927 were $19,082,405, compared with $16,224,251 for the corresponding period of 1926, an increase of 17.6 per cent.

Pittsburgh Cleanser Laboratory, Inc., of Pittsburgh, Pa., a Delaware corporation, has increased its capital stock from $50,000 to $100,000.

The Globe Soap Co., Cincinnati, paid its regular dividend of $1.50 per share on the first, second and special preferred stocks on June 15 to stockholders of record and as of June 1.

The Kennedy Devoy Toilet Goods Co. has been organized at Detroit, Mich., with a capital stock of $100,000, to manufacture and deal in beauty products of all kinds.

V. Vivaudou, Inc., New York, reports for the quarter ended March 31 a profit of $515,309 after all charges, excepting Federal taxes, as compared with $469,877 in the first quarter of 1926. The company has outstanding 29,000 shares of 7 per cent preferred and 371,000 no par common shares.

The "Key town" telephone sales plan is the name of a new idea which will assist sales representatives of business houses to use long distance service more economically and conveniently for a quick and intensive coverage of sales territories.

Certain strategically important market centers in every state adaptable to the widest range of telephone selling activity, become key towns. From these towns telephone solicitation of customers located in the surrounding area is more economical on the basis of average cost of calls, than from any other calling point.

One aspect of the plan which will be of interest to executives is an arrangement whereby credit may be extended to sales representatives of firms adopting the plan in their sales programs. This convenience will eliminate the necessity of requesting the representatives to obtain vouchers of their long distance charges for checking purposes, as well as for their carrying sums of cash for telephone expense. The methodical manner in which calls are handled by the new plan will also have a tendency to conserve the salesmen's time.

Established firms adopting the plan will receive identification cards for their traveling representatives, which will be issued by the Bell Company operating in the territory in which the headquarters of the firms are located. These cards will be honored at the telephone business offices throughout the Bell system upon presentation and proper identification.

Because salesmen usually find it necessary to put through a number of toll calls at certain intervals, sequence toll service is highly suitable for work of this kind. A special multi-copy sequence toll call form has been designed especially for use in connection with the credit plan. This facilitates the listing of calls desired and provides a checking copy for the salesman.

Upon completion or other disposal of the toll calls the salesman approves the checking copy to indicate that the service as represented has been received. Then the bill is rendered, with the checking copy attached, to his firm's headquarters by the telephone office at which the salesman made the calls.

The "Key town" plan of telephone selling together with the certified copy of sequence toll call lists as a basis for billing have been found advantageous by many firms who find in telephone selling a modern aid to some of the present problems of distribution.

W. C. Procter, president of Procter & Gamble Co., Cincinnati, has donated $750,000 to the new Cincinnati Children's Hospital provided the hospital is successful in securing $375,000 in gifts from other contributors.

Madame Hungerford Laboratories, Chicago, manufacturer of a mouth wash, has appointed Crowell, Williams & Co., Inc., Chicago advertising agency, to direct its advertising account.

The American Soap Corporation, 475 Fifth avenue, has been elected a member of the Merchants' Association of New York. Edward E. Gilman, president of the company, represents it in the association.

Ernest L. King, vice-president of the J. R. Watkins Co., Winona, Minn., and Mrs. King have returned home from their second African big game hunt, having circled the globe since their departure from Winona in October last. With them on part of the tour was Dr. Edward M. McLaughlin.

ERNEST L. KING

The party went from New York to Marseilles, thence to Mombassa on the threshold of the big game region, and returned via India, Java, Manila, Japan and San Francisco. Mrs. King, who is a champion trapshooter and has qualified in the realm of sports otherwise, led her associates in filling the game bag in Africa. Mrs. King shot several of the 18 lions which fell before the bullets of the hunters, who bagged about 250 other wild animals in the jungle. One of her prey was a large hippopotamus.

On the homeward route Mr. and Mrs. King found some thrills in braving the dangers of the Chinese revolution. While in Shanghai they viewed the torn-up condition of the city due to the civil war and workingmen's strikes. The first day they were there 17 Chinese were beheaded and the streets were full of fighting, sniping and minor disturbances.

The executive and sales offices of Park & Tilford have been moved to 485 Fifth avenue, New York City, where more attractive and convenient quarters have been secured.

A copyrighted dispatch to the New York *Sun* announces that Mme. Ganna Walska has become president of a new perfume and cosmetic company with headquarters in Paris. The three principal perfumes which the company will produce are called "Divorcons," "Pour le Sport" and "Blue Ribbon".

Coty, Inc., New York City, reports gross profit for the three months ending March 31 of $1,365,175, as compared with $1,182,003 in the first quarter of 1926. After deducting expenses, depreciation and provision for Federal income taxes, net income for the initial quarter of this year amounted to $653,927, as compared with $629,178 in the same period last year. The figures given are subject to adjustment at the end of the fiscal year.

J. F. Reeves, of Lever Bros., Cambridge, Mass., was a visitor in the New York market during the first week in June.

Royal Crown Co., Chicago, has acquired the trade marks and exclusive rights of manufacture and sale of "Facial Film," a facial massage preparatory, and reports a growing sale for the product since it took over the preparation. It is being marketed by LeMaire, Inc., Chicago, organized by Royal Crown Co. Factory sales are under the direction of John C. Kehoe while road business is being handled by Ross E. Wright.

In the haste of going to press with our May issue one or two errors were made in the list of those present at the convention of the American Manufacturers of Toilet Articles. We sincerely regret the errors and take this opportunity of making the following corrections: F. J. Hailer, listed as representing the Metal Package Co., should have been listed as representative of the United Drug Co.; E. W. Bliss & Co., should have been listed among visitors instead of among active members of the association. The names of Leon and Xavier Givaudan, representing Givaudan-Delawanna, Inc., should have been included in the list.

Colgate & Co. were deposed as champions of the New York Wholesale Drug Trade Bowling Association during the last season, which closed recently. After a hard fight for first honors, the team representing Colgate & Co. lost out by a single game to Lanman & Kemp. Its net average, however, was more than 22 pins better than that of the new champions.

The following is the standing of the teams after the final games. The tie between Roessler & Hasslacher Chemical Co. and Church & Dwight was broken on a roll off, which was won by R. & H.:

	Won	Lost	Net average
Lanman & Kemp	28	14	850.11
Colgate & Co	27	15	872.31
R. & H. C. Co	24	18	847.10
Church & Dwight	24	18	789.41
E. R. Squibb No. 1	23	19	813.10
Grasselli Chemical Co	16	26	764.6
E. R. Squibb No. 2	13	29	742.18
A. Klipstein & Co	13	29	767.34

Dr. Henry Hurd Rusby, seventy-two years young, dean of the College of Pharmacy of Columbia University and leader of the Mulford expedition through the wilds of South America in 1921, added to the list of his stirring adventures recently when he routed a youthful thief found stealing posts from the grapevines in his garden at 776 Degraw avenue, Newark.

Notwithstanding his age, Dr. Rusby grappled with the youth and threw him to the ground. Wriggling free, the thief made a dash for a peddler's horse and wagon standing near by, with the professor in hot pursuit. As the thief lashed the horse to a gallop Dr. Rusby clambered into the rear of the wagon and advanced upon his antagonist, who sought refuge in a wild leap to the horse's back. Then followed a ride through the city streets until the youth leaped to the ground and darted away. Dr. Rusby stopped the horse and again took up the chase, but the thief had disappeared.

The gradual overcoming and elimination of the serious alcohol difficulties of our industries and the prospect that at some not far distant date, this problem will be worked to a solution satisfactory alike to the industry and to the Prohibition enforcement officials, is reason for much self congratulation by those engaged in the manufacture of perfumes and toilet preparations. In large measure, this satisfactory situation and in fact the generally excellent showing made by our industries in the national legislative field has been due to the efforts of the American Manufacturers of Toilet Articles working through its officers and committees.

The burden of much of this work has been placed upon the Washington representative of the association and a great deal of credit for the achievement of desirable results must be given to him. W. L. Crounse has represented the association in Washington for more than a dozen years. Mr. Crounse was born in Milwaukee and educated in the public schools, a New England fitting school and Harvard University. On leaving college he was appointed to a position in the civil service where he continued for five years, resigning to enter the journalistic field. For ten years he was chief of the Washington Bureau of the New York *World* and later organized a Washington news service which supplied many leading trade papers.

W. L. CROUNSE

The many valuable contacts which Mr. Crounse made while in the government service and as a newspaper man virtually forced him into the field as the representative of trade associations in Washington. Mr. Crounse has made an enviable record in this work. His high standing with government officials has always been a strong point in his work and in view of his varied knowledge of trade matters he has frequently been called upon to advise the government on important subjects.

The legislative campaign of the association has not been devoted wholly to matters of national interest. During the last year, state matters have been to the fore possibly even more than have national affairs. In this field, the association has been more than adequately represented by Abel I. Smith. Mr. Smith has been a member of the New York Bar for 27 years and for 4 years was Assistant U. S. Attorney. It was largely due to the efforts of the association working through its officials and Mr. Smith that not a single one of the many restrictive measures considered during the recent legislative season was finally passed.

C. D. Rockwood, of Procter & Gamble Co., Cincinnati, spent several days in New York early in June calling upon the trade and upon suppliers of raw materials.

L. E. Offutt has been appointed territorial representative for Sagamor Metal Goods Corporation, New York City, with offices at 24 Byrd Building, Memphis, Tenn.

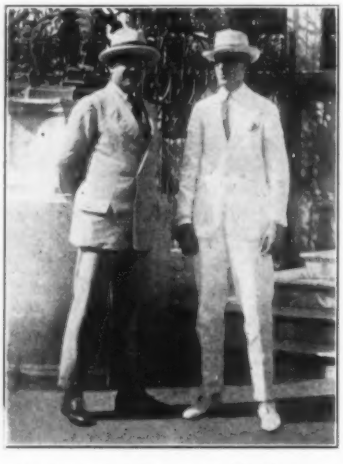
John Buslee, of Neumann-Buslee & Wolfe, Inc., Chicago, and Mrs. Buslee have returned from an extended pleasure trip which included a visit to the Panama Canal and to Havana.

L. H. Carlson, Detroit representative of Ungerer & Co., New York City, and Mrs. Carlson are rejoicing in the birth of Dorothy Maxine Carlson, at Mt. Sinai Hospital, Cleveland. Mr. Carlson reports that both mother and daughter are in the best of health.

Pierre Lemoine, Inc., New York City, is now established in its new factory in Long Island City which has been well equipped for the manufacture of aromatic chemicals. The factory is occupied exclusively by the company and affords more than double the space available for such work in the company's building at 108 John street, New York City where the work was formerly done and where the executive offices and analytical and research laboratories are now located.

The addition of the factory marks another step in the growth of the concern established twelve years ago by C. R. Meltor, who is president and active head of the company. Mr. Meltor was graduated from the Manual Training High School of Brooklyn after which he studied chemistry for four years at the Brooklyn Polytechnic Institute. On completing his education he was successively employed by the Kalbfleisch Corporation, the American Druggists' Syndicate and Fritzsche Brothers, Inc. In addition to manufacturing its own line of aromatic chemicals and perfumer's raw materials the company is United States agent for the natural floral products of Cavallier Frères, Grasse, France.

On the recent anniversary of the independence of the republic of El Salvador, Central America, a group of American salesmen which included several who represented the firms in our industry, gave a dinner to the business community in the city of San Salvador. On the same day the new government building in San Salvador was opened and dedicated, and the accompanying photograph shows Fernando de la Garza of Fritzsche Brothers, Inc., New York, and Benigno Perez of George Lueders & Co., standing in front of this beautiful new building. The photograph was taken by Mr. Betancur of Johnson & Johnson, New Brunswick, N. J. Since that time, Mr. de la Garza has returned to New York, while Mr. Perez has continued his journey through Central America. He is expected back in New York in the near future.



F. DE LA GARZA AND B. PEREZ

H. G. Buckley, formerly connected with Wm. Waltke & Co., St. Louis, is now a representative of the Talcum Puff Co., Bush Terminal, Brooklyn, N. Y. The Talcum Puff Co. are miners and manufacturers of air float talc products.

Monarch Nusbaum Paper Box Co., Inc., Buffalo, N. Y., has appointed Wm. H. Schutte C., Inc., 33 West Illinois street, as its representative in the Chicago district. Wm. H. Schutte Co. also represents P. R. Dreyer.

C. G. Euler, importer and exporter and president of Shipkoff & Co., Inc., New York City, moved on May 20 to more convenient quarters at 221 Pearl street. Mr. Euler has occupied the second floor at 219 Pearl street for the last twelve years. In his new quarters he has the ground floor and basement. Offices and shipping quarters will be on the ground floor and will be much more conveniently and pleasantly located than at the former address. Adequate space for storage purposes is provided by the basement. Large stocks of goods, however, will, as heretofore, be carried in special storage.

C. G. EULER

Mr. Euler has been connected with the essential oil business in this country for more than fifty years. He came to the United States in 1874 and entered the essential oil business shortly after. Later, with the late W. B. Robeson, he organized the firm of Euler & Robeson. In 1915, he severed his previous connections and entered business for himself at 219 Pearl street. Mr. Euler is widely known through his long connection with the trade. His many friends will join in wishing him success in his new quarters.

The well known house of Ungerer & Co., New York, have appointed Frank K. Woodworth to the position of sales manager for the firm. All who know Mr. Woodworth, and there are few in the trade who do not, will wish him the best of fortune in his new work with Ungerer & Co.

In addition to their own line of essential oils and perfumers' ingredients, Ungerer & Co. represent Hugues Aine (Charabot & Co.), Grasse, France, producers of floral essences; M. Naef & Co., Geneva, Switzerland, aromatic chemicals and perfumers' specialties; Stafford Allen & Sons, London, producers of almond oils and other essential oils; Botu Pappazoglou & Co., Kazanlik, Bulgaria, otto of rose; S. & G. dePasquale, Messina, Italy, Italian essences; and several other houses.

Aluminum Company of America, Pittsburgh, Pa., calls attention in an attractive insert between advertising pages 110 and 111 to its aluminum collapsible tubes. A sample tube is produced on the obverse side and a strip of pure aluminum is shown on the reverse side.

Montgomery St. Alphonse, secretary and treasurer of W. J. Bush & Co. (Canada) Ltd., and Mrs. St. Alphonse sailed from New York on the *Homeric* June 11 for a visit to the parent company of his firm, W. J. Bush & Co., Ltd., London. Mr. St. Alphonse expects to spend five weeks abroad on his annual visit to the London house.

Four million dollars in extra assessments levied on the American Can Co. and subsidiaries in 1917 by the Department of Internal Revenue must be returned, according to a decision handed down by Federal Judge Joseph L. Bodine in Trenton, June 1.

The extra assessments levied on the American Can interests in 1917 amounted to $2,705,501 which plus the 6 per cent interest demanded in the decision, will bring the total amount to be refunded to approximately $4,000,000.

In 1917 the company paid a profit tax of $3,266,499, based on its net past income. On re-examination of the company's books, the Internal Revenue Department ordered the additional tax of $2,705,501 to be paid.

Judge Bodine held in effect that "there was a legal justification for readjustment on the estimate of the 1917 income."

The company has declared a quarterly dividend on its preferred stock of 1¾ per cent payable on July 1.

Dr. Eugene Charabot, who is well known to our readers through his connection with the raw materials industry as head of Charabot & Cie, Grasse, was largely responsible for a recent remarkable manifestation of the friendship of the French intellectuals toward America and their American associates. As leader of a most impressive group of French savants, Dr. Charabot has forwarded to Dr. Nicholas Murray Butler, president of Columbia Unliversity, a fitting reply to the manifesto recently issued by the faculty of that University on the subject of the French debt arrangements with the United States.

The reply, which contains the signatures of more than one hundred prominent French educators and scientists, reaffirms their friendship for their American confreres and their accord with the general propositions advanced in the Columbia manifesto. The letter of Dr. Charabot and his associates should go far in assisting in the maintenance of permanently cordial relations between the two countries.

The report of Lever Brothers for 1926 shows a profit of £4,899,966 ($24,499,330). A year ago the accounts disclosed a profit balance of £5,556,869 ($27,284,345); this, however, included an exceptional and non-recurring sum of £527,984 ($2,639,920), representing profits made out of the sale of three businesses. The trading profit this year is, therefore, within £129,000 ($645,000) of the profit of 1925. The directors state that, despite labor troubles, soap sales by the company and its associated concerns were more than maintained.

Practically the entire profit is absorbed in paying dividends on the preference and preferred ordinary shares, and there is again, therefore, no dividend on the £2,400,000 ($12,000,000) of issued ordinary shares. The auditors state that the interests in the associated firms and shares in other companies show an average return of 8.7 per cent on the total book value, which is slightly more than the company's total capital.

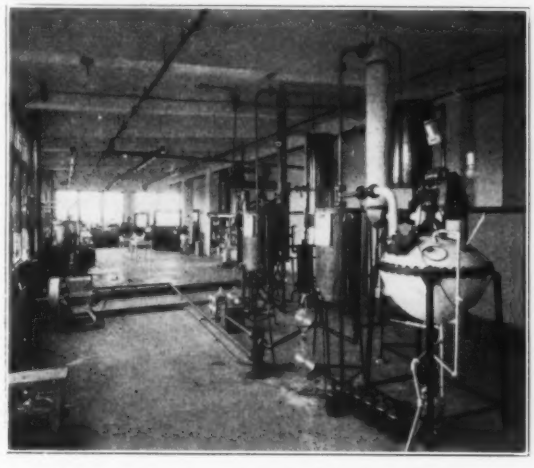
Neither of the two largest members of the Lever group, the Niger Co. and the British Oil & Cake Mills, contributed to the profits of the parent company last year. The Niger Co. has made great progress in the last two years; its financial position has been cleaned up and its prospects are bright. The British Oil & Cake Mills has applied considerable sums during the last year to the strengthening of its financial position.

The firm of A. L. van Ameringen, 30 Irving Place, New York City, has opened its new research laboratory at Orange, N. J. Mr. van Ameringen was born in Rotterdam, Holland, on October 2, 1891, and arrived in the United States for the first time on Memorial Day, 1917, as sales manager for a large European synthetic house. During his four months' visit he was so impressed by the possibilities for business in this country, that he returned in June of the following year and established his own business in New York City. During these ten years, Mr. van Ameringen has become an American citizen and has built up a business which is well known to buyers of perfume raw materials through the country.

A. L. VAN AMERINGEN

The new research laboratory at Orange is equipped especially for scientific chemical research along perfume lines and for the control of raw materials and manufacturing processes. Among the products upon which work is now being done are oleo resins, rhodinol, linalool, eugenols, absolute essential oils, made by cold process and many of the esters used in modern perfumery.

The new laboratory which was recently visited by the Editor, occupies space in a modern concrete and glass factory building at 451 South Jefferson street, near the Highland station. The location is excellent to make for close co-operation between the New York office and the laboratory, and for the expeditious handling of shipments to and from the laboratory. The work is in charge of C. V. Smith who has had experience in both the scientific and practical sides of manufacturing. Frequent consultations bring the laboratory also under the general supervision of Mr. van Ameringen and Walter A. Seltmann, chief perfume chemist.



VIEW OF LABORATORY OF A. L. VAN AMERINGEN

The laboratory is very completely equipped with modern

apparatus which includes a Walter copper still and a Duriron still. Two 35-gallon fractioning stills, we are told, were built on plans developed by Mr. Smith and contain several unusual features. A Beach-Russ vacuum pump is another feature. In addition, there are several large copper extraction tanks, a mill for reduction of gums, a centrifuge and several agitators. An artesian well located on the premises insures an adequate supply of cold water, while live steam up to 100 pounds pressure is available for distillation and heating purposes.

Mr. van Ameringen is confident that this increase in the facilities of his company will be of great assistance in maintaining the steady progress which has featured its operations since its foundation.

P. R. Dreyer, popular essential oil importer, announces that he will have the exclusive agency for the United States and Canada for Chemical Works Roermond, H. Raab & Co., Ltd., of Roermond, Holland. The line of artificial musk and other aromatic synthetics manufactured by Chemical Works Roermond will be handled in addition to the natural floral products of Bertrand Frères, Grasse, France, for whom Mr.

P. R. DREYER

CONRAD RAAB

Dreyer is sole representative in the United States and Canada.

Announcement of the new affiliation was made by Mr. Dreyer's office on June first. Mr. Dreyer is now on an extended business trip which will take him to the Pacific Coast. Following calls on the trade in the principal cities of the Northwest and Middle West, and visits of his midwestern representatives, Mr. Dreyer will proceed to the Pacific Coast, where he expects to open up new business outlets through a representative recently appointed in San Francisco.

The Treasury Department has issued a circular describing a new counterfeit $10 note on the Federal Reserve Bank of New York, 1914 series, check letter B, face plate 884, back plate 1,382, purporting to be signed by Frank White, treasurer of the United States, and Andrew W. Mellon, secretary of the Treasury, with a portrait of Andrew Jackson.

"This is a well-executed production printed from photomechanical plates on two pieces of paper between which silk threads have been distributed," the circular says.

The Bonney Co., Inc., Chicago, manufacturer of toilet preparations, has placed its advertising account with Lewis H. Mertz & Sons, Inc., Chicago advertising agency.

W. John Buedingen, 82 Beaver street, New York City, has been appointed sales representative for the International Filler Corporation, Petersburgh, Va., manufacturers of labeling and liquid filling machinery.

Kolmar Laboratories, Milwaukee, Wis., announces the appointment of William Bonyun as its Eastern representative with temporary offices at 509 Fifth avenue, New York City.

Mr. Bonyun is well known in the toilet preparations industry with which he has been connected for over a decade, more recently being with the Celma Co., Toledo, Ohio, in the capacity of sales manager. He is an alumnus of McGill University, Montreal, Canada, and while his training has included the manufacture of the principal cosmetics, his experience has been chiefly in the sales field, particularly to the retail trade, thus familiarizing him with many of the sales problems confronting manufacturers.

Mr. Bonyun is an enthusiastic motorist and prefers to make most of his trips by automobile rather than by train. In fact, in coming to New York where he is to be permanently located, he made the trip from Toledo to Chicago in one day, and from Chicago to Montreal in three days which included a stopover at Niagara Falls. The trip from Montreal to New York was made in one day, a distance of 402 miles.

The announcement of the company appears on advertising page 87.

Charles A. Swan of Antoine Chiris Co., Inc., New York City, returned on the *Paris* June 1 from a six weeks' European trip in which he visited the principal offices of the parent company of his firm, Etablissements Antoine Chiris, Paris and Grasse. He also visited the estates of George Chiris, president of Etablissements Chiris, at L'Abadie and Le Vignal.

Louis L. Rapin, assistant manager of Etablissements Chiris, who was in the United States for several months, and who, during Mr. Swan's absence, was in charge of the New York office of the company, returned to France on the *De Grasse* June 10. Before sailing Mr. Rapin said that he was well pleased with the progress made by the American company and with the prospects for business in this market, and was especially gratified for the opportunity of renewing acquaintance with his many friends in the United States.

Calling attention to the artistic excellence of the inserts of the Stanley Manufacturing Co., Dayton, Ohio, may seem lige "Painting the Lily," but we cannot refrain from mentioning the one which appears between advertising pages 82 and 83 in this issue.

When a woman started to powder her face recently in the New Jersey Avenue Court in Brooklyn while a case was being heard, Magistrate Mortimer S. Brown banged his gavel and delivered an ultimatum against the practice, threatening a $10 fine against any woman who breaks it.

"This court is not a beauty parlor," said the Magistrate, glaring at the woman, who was seated in a front row among the spectators. "I think you women should come to court prepared and not have to doll up here. I think it is disgraceful. If I ever find another woman using the court for a beauty parlor I'll fine her $10."

The woman hastily slipped her powder puff into her bag and blushed until the spectators' attention was turned again to the case being heard.

France, the land of perfume and beauty culture, is showing many of her best manufactures at the Perfumery Show in the Palais de Glace on the Champs Elysées. It is an interesting event, as it is the first time that one may see gathered under the same roof in France many of the leading and most reputed firms of the French industry. All of them have made an exhibition of their well known productions and of their latest creations in beautifully decorated stands. The impression made on visitors from the entrance is most favorable. They can read at once the quite popular names of Houbigant, Roger & Gallet, Bourjois, Dorin, Rigaud, Lubin, d'Orsay, to mention only a few of them, and going round the stands, they can admire the splendid displays of essences, extracts, soaps, powders, compacts, lotions and practically all the products used for increasing the charms of feminine beauty.

The associated industries to which perfumers have to apply for their laboratory work and the making up of their goods have made a special exhibition of their materials on the mezzanine gallery. Grasse is represented by such names as Chiris, Lautier fils, Robertet & Co., etc., and synthetics display their sample goods under the headings of Givaudan & Co., de Laire & Co., Polak & Schwarz, Th. Muhlethaler, etc.

This exhibition was open during the first two weeks in June and was attended by many thousands of Parisians and a host of visitors from other lands.

The Editor on his arrival in Paris on June 7 paid a visit to the Salon. He was received by Mr. Schwob, director and proprietor of the *Revue des Marques de la Parfumerie et de la Savonnerie*, who is the promotor of the show, assisted by one of his collaborators, Mr. Perez-Henrique, and some of the many perfumers and friends of the Editor.

Mr. and Mrs. David A. Bennett of Chicago arrived on the *President Harding* June 17, from Paris where they have

DR. ALBERT VERLEY, MRS. D. A. BENNETT, D. A. BENNETT

spent the past month. Mr. Bennett is president of Albert Verley, Inc., Chicago. He reports that he held daily conferences with Dr. Albert Verley at the plant in Ile St. Denis, a suburb of Paris, and has brought back several interesting novelties with him.

His company has secured the agency in the United States and Canada of Manufacture de Produits Chimiques du Dauphin at Bourgoin, near Lyon France. This firm makes a number of synthetic aromatic chemicals including hydroxycitronellal and phenylethylalcohol and also a line of pharmaceuticals.

The accounts of W. J. Bush & Co., Ltd., London, parent concern of W. J. Bush & Co., Inc., New York, and the W. J. Bush Citrus Products Co. of California, for 1926 show a gross profit of £278,436. After providing for debenture interest, expenses, and directors' remuneration, and making allowances for depreciation, there is a net profit of £57,880,

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J. Henry Leonhard, of the Theodor Leonhard Wax Co., Inc., Haledon, Paterson, N. J., died Tuesday, June 14, at Cologne, Germany, while on his way home after taking the bath treatments at Tolz, Bavaria.

Mr. Leonhard was born February 22, 1858, in what was then known as Oldham, Manchester Township, in Passaic County, the second of seven children of Theodor and Fanny Verena Setz Leonhard. In the spring of 1871 with two brothers, accompanied by their mother, he went to Saxony, Germany, for a two-year term at a boarding school. Returning in May, 1873, he immediately went into the wax bleaching establishment of his father, Theodor Leonhard, now known as the Theodor Leonhard Wax Co., Inc., in which business he remained, becoming eventually the head of the firm. He was connected with the Paterson Parchment Paper Co., of Passaic, holding the office of president for the unexpired term of his deceased brother, Theodore.

THE LATE J. HENRY LEONHARD

Locally he served on the Board of Education and in the Borough Council. His main interest in the borough centered in St. Mary's P. E. Church of which he early became a member, being present at the laying of the cornerstone in 1866. He sang in the boy choir 1869 and has been a member of the choir almost continuously since that time, a period of over half a century. He was Senior Warden of the parish up to the time of his demise.

Leon and Xavier Givaudan sailed for home on the *Paris*, May 14 after a brief visit to the American branch of their company, Givaudan-Delawanna, Inc., 101 Fifth avenue, New York City. During their stay in the United States, Messrs. Givaudan attended the annual sales convention of Givaudan-Delawanna.

The Wheeling Stamping Co., Wheeling, W. Va., has purchased the collapsible tube plant of the Larkin Co., Buffalo, N. Y., and is moving the machinery and equipment to Wheeling.

According to an announcement of the Wheeling company it will manufacture tubes for the Larkin Co. The Eastern representative of the Wheeling Stamping Co. is George K. Diller, 90 West Broadway, New York City.

Dodge & Olcott Company is closing its London office at 20 Mark Lane and from now on its business in London will be handled by Wilson & Mansfield, 15 Philpot Lane. C. T. Snow, London manager, is returning to the head office, New York City, and H. W. Buckland, his assistant, is joining Wilson & Mansfield.

Percy Samuelson, of P. Samuelson & Co., London, England, accompanied by Mrs. Samuelson, arrived on the *Empress of Scotland* at Quebec, May 23. After visiting Toronto, Montreal and the principal cities of New England they came to New York. Mr. Samuelson is making his headquarters with the Norda Essential Oil & Chemical Co., American agents for his firm, and in company with Herbert W. Farrell of that company he has been calling on the trade in the Metropolitan territory. Mr. and Mrs. Samuelson expect to sail for home on the *Samaria* June 25.

Total sales of twelve of the leading chain store companies for the quarter ended March 31 established a new high record. The figures indicate that business continued at a high level throughout the country, as the chain store systems extend to all sections.

Total sales for the quarter aggregated $138,136,951, according to a compilation by George H. Burr & Co., specialists in chain store company securities. This total represents an increase of $16,050,854, or 13.1 per cent, compared with total sales of $122,083,097 reported for the first quarter of 1926. March sales aggregated $52,098,819, against $46,493,305, an increase of $5,605,513, or 12 per cent.

As part of a new expansion program, the Alsop Engineering Co., New York City, has taken over an entire floor of the Hartford Building at Broadway and 63rd Street, for sales offices, display rooms and the shipment of special orders. The complete line of equipment manufactured by the company is shown in the newly fitted display rooms, and several new units, conceived by Samuel Alsop, president of the company, after research into production problems, are to be added.

I. L. Ferris, factory manager of the Bridgeport Metal Goods Mfg. Co., Bridgeport, Conn., has returned from a six weeks' trip abroad which took him to Paris, Brussels, Hamburg, Copenhagen and London. Immediately on his return, A. H. Moore, sales manager, left for a brief business trip through the Middle West in the interests of his company.

In line with its policy of expansion, the company is erecting a new two-story building, 60 x 300, to take care of its growing business.

John A. Hodge, of the Illinois Glass Co., made the trip from Chicago to Richmond, to attend the recent meeting of the Flavoring Extract Mnaufacturers' Association, by automobile, a trip of 835 miles. At Fairfax Hall, Waynesboro, Va., he met his daughter, Miss Vasti Hodge, who is a student at the school there, and Mrs. Hodge who was present for the concluding ceremonies of the year.

I. D. Faden, Chicago representative for the Atlantic Mfg. Co., Newark, N. J., T. C. Wheaton Co., Millville, N. J., and Imperial Metal Mfg. Corporation, Long Island City, N. Y., was a recent visitor in New York City.

T. L. Briggs, president of the National Seal Co., Inc., Brooklyn, N. Y., for more than a decade, has resigned. Mr. Briggs' successor has not been elected as yet nor has Mr. Briggs announced definitely his plans for the future.

Felton Chemical Co., Inc., Brooklyn, N. Y., announces the appointment of the Pacific Sales Corporation, Los Angeles, Cal., as its sales agents on the Pacific coast.

Plans for a new rose garden, covering an acre of ground, have been announced by the Brooklyn Botanic Garden, New York City. The site chosen is just east of the esplanade. The total cost, estimated on drawings by Harold Caparn, landscape artist, will be $10,000.

Eighteen of the leading chain stores in the United States which have issued reports of sales for April and for the first four months of 1927 show that public buying has increased broadly since the early months of last year. Only a part of the increased buying from chain stores is attributed to the opening of new stores, as the larger part of the gains was made by the stores in operation last year.

Sales in April for the eighteen companies amounted to $72,345,079, against $56,818,611 in April, 1926, an increase of $15,526,468, or 27.32 per cent. This increase was shared by every company reporting.

The sales of the eighteen companies aggregated $232,360,496 for the first four months of 1927, comparing with $201,486,353 for the corresponding period of last year, an increase of $30,873,943, or 15.32 per cent.

Dr. Wilhelm Haarmann, founder of the firm of Haarmann & Reimer, of Holzminden, Germany, for whom Morana Incorporated is the exclusive American and Canadian selling agent, recently celebrated his eightieth birthday. In recognition of his many achievements in the field of synthetic perfume chemistry as well as along educational lines, the city of Hoexter, in which he has made his home for many years, made him an honorary citizen. On the eve of his birthday, the officers and employees of Haarmann & Reimer and the scholars of the state classical school at Hoexter, in the development of which he has been an influential factor, arranged a torch light procession in Dr. Haarmann's honor. In spite of his age, Dr. Haarmann enjoys excellent health. He regularly visits the Haarmann & Reimer plant two days each week and thus keeps in intimate touch with every phase of his firm's extensive activities.

A new location for the drug, chemical and allied trades is to be selected and recommended by a committee of the Drug Trade Section of the New York Board of Trade and Transportation, if the wishes of the members who attended a special dinner to consider it on May 18 are carried out. S. B. Penick is chairman of the Section and presided at the dinner which was well attended. The chief speaker was Harry Hall, of William A. White & Sons, real estate, who discussed the migration of the trade from the Maiden Lane section.

It was shown that from 1900 to 1915 every insurance company, with one exception, moved out of its location, and it in turn dislodged drug and chemical concerns, the prime mover in the migration being the financial business which crowded out the insurance companies. The force which moved the insurance trade into the drug and chemical district was the rental value of property. Finance and insurance, it was felt, will always be able to pay higher rentals than the drug and chemical group.

Below Brooklyn Bridge to South Ferry, there are eighty firms in the drug and chemical industries, and a committee to make a survey and to locate a central building for the group is expected to report at one of the Autumn meetings of the Drug Section of the Board of Trade and Transportation.

Etienne Descollonges, senior partner of Descollonges Frères, Lyon, France, sailed for home on the *Paris* June 3 after a brief visit to the American representative of his company, Benj. French, Inc., New York City. While in the United States Mr. Descollonges visited the trade in the Middle West and in Canada. Before sailing he expressed himself as well pleased with the prospects for business in this market.

Recent consolidation of four long established manufacturers of industrial alcohol into the American Solvents & Chemical Corporation as reported in this journal recently, calls attention to one of the outstanding developments in the building up of the American chemical industry. From a production of 1,780,000 gallons of denatured alcohol in 1906, the industry has developed to a production of 81,800,000 gallons for last year, and authorities in the industry expect an increase of 50,000,000 gallons over the present annual production within five years.

Until 1906 the industry was handicapped by the excessive revenue charges placed on ethyl or industrial alcohol, so that development of alcohol production, which was recognized as the basis of the whole chemical industry, was restrained. Passage of the Tax Free Industrial and Denatured Alcohol Act in 1906 stimulated production of alcohol for varnishes, fuels, cleansers, etc., and the advent of the war, which forced tremendous expansion of all industries using alcohol, provided the basis for large scale industrial use.

Industrial alcohol is consumed completely in its first use with no resale or scrap value. The industry is one without labor or raw material problems, with a diversified outlet for its product, with a growth that is more than double each five years of the past twenty, with prospects of continued steady expansion, and amply safeguarded against foreign competition.

With the formation of the American Solvents & Chemical corporation there are two leading factors in the industry—the United States Industrial Alcohol Company, which incorporated in 1906, absorbing five distilling companies, and the new company, which will be second in production capacity, with an output of approximately 18,000,000 gallons annually. The consolidation of the Jefferson Distilling & Denaturing Company and the Crescent Industrial Alcohol Company of New Orleans, the Western Industries Company, near San Francisco, and the Everett Distilling Company, outside of Boston. In addition to its production of alcohol the company will also manufacture numerous by products and alcohol derivatives, several of which are controlled under exclusive patented processes.

H. I. Peffer, president of the new corporation, spent the last twenty years in the industrial alcohol business, serving for some time as president of the United States Industrial Alcohol Sales Co. and vice president of the United States Industrial Alcohol Co. A. P. Jell, vice president, is regarded as one of the outstanding plant operators and is a member of the advisory committee appointed by General Andrews in connection with matters relating to industrial alcohol.

The plants of the American Solvents & Chemical Corporation are favorably located with respect to raw materials and facilities for distribution. Plants on the Pacific Coast are in a position to obtain molasses from Hawaii and plants in New Orleans and Boston from the cane-growing sections of the United States and Cuba. In the matter of distribution of the finished product the company expects that great savings can be effected in shipping and transportation charges.

Chicago Trade Notes

At the May meeting of the Chicago Perfumery, Soap and Extract Association, which was held at the Hamilton Club on May 4, A. S. LaZoris and H. F. Davidson were admitted as members of the organization.

Felton Chemical Co., Inc., Brooklyn, N. Y., has opened a Chicago office and stock room at 2322 West Harrison street. The office is in charge of A. S. Lazoris, who has been representing the company for some time in the Chicago territory.

James S. Cox, treasurer of W. C. Ritchie & Co., was unanimously elected president of the Chicago Association of Credit Men at the annual meeting held at Stevens Hotel last month. Mr. Cox has been active in the association for many years and has risen steadily in its councils until he was elected first vice-president last year. His selection for the presidency came directly as the result of his active work in association affairs and the esteem in which his fellow members hold him.

JAMES S. COX

In accepting his new honors, Mr. Cox outlined his policy as follows: "At the head of the new page, I want you to write the word 'Co-operation.' There will be other words written in that book as we progress through the year, but first and foremost must be 'Co-operation.'" At the recent annual meeting of W. C. Ritchie & Co., Mr. Cox was elected treasurer of the company. He has been secretary for several years.

The Chicago trade was glad to hear of the promotion of J. E. Laatzen, formerly with Lipton, to the position of general manager of sales for the Duz Co.

J. F. Caine, R. H. Drake and E. E. Appleton are the committee in charge of the golf tournament to be held soon by the Chicago headquarters of the American Can Co., at the Midlothian Golf Club. There is much interest in the meet.

The entire assets of Ramola Parfumerie, Inc., of 2934 South Michigan avenue, were offered for sale by Michael Tauber & Co., auctioneers, on June 6, and quite a turnout from the Chicago trade was on hand.

The MacLean Drug Stores chain offered a special introductory sale of $1.97 for a ten-piece beauty set of Vivani Beauty toilet preparations and used liberal newspapers "ads" to put the sale over with the Chicago trade.

Max Haleff, Arthur D. Cloud and Charles A. Sweet have organized the Renown Company with offices at 16 South Peoria street, Chicago, to manufacture and deal in toilet goods articles and other products. The stock is 50,000 shares, no par value.

New officers have been elected by W. C. Ritchie & Co., 831 West Van Buren street, as follows: President, R. H. Ritchie; vice-president and sales manager, C. P. Simpson, formerly treasurer; treasurer, J. S. Cox, formerly secretary; secretary, E. P. Swett, formerly director.

The Randolph Paper Box Co., Richmond Va., has appointed R. H. Lingott, 556 West Congress street, Chicago, Ill., western representative.

Arthur Fortune, vice-president and Chicago manager for Morana Incorporated, New York, is on deck again after a few weeks in a hospital and can be found in the new quarters, Builders' Building, Wacker Drive and North LaSalle street.

Plans are being laid by Columbus J. Behan, business manager, for an International Beauty Exposition to be held in Chicago October 17 to 22.

Scott's Laboratories, makers of "Marquita" toilet preparations, have moved from 803 West Madison street to 711 West Lake street, Chicago, where the larger quarters and additional equipment have more than doubled the company's capacity. O. M. Lux was recently appointed sales manager. He previously for more than three years had been sales manager for the Boyer International Laboratories.

Purchase of the two drug stores operated by the Hettig Drug Co., Rochester, N. Y., by the Walgreen Co. of Chicago, has been announced by officials of both companies. Albert F. Hettig, president of the Hettig company, has been elected to the board of directors of the Chicago corporation. The price paid for the stores is reported to be more than $100,000.

Charles Walgreen, president of the Walgreen Co. was in Rochester to complete the deal. This company was founded in Chicago eight years ago, with seven stores in that city. It now has eighty-two stores in Chicago and more than fifty in other cities of the Middle West.

Clarence G. Derick, John P. Gallagher and Dr. Herman C. Groman have organized the D. G. Chemical Co., Inc., with offices at 610 North State street, Chicago, and a capital stock of $41,400 and 200 shares, no par value, to manufacture chemicals, formulas and compounds for the trade.

George Marzec, Frank Sobota and A. Wronna have organized the United States Works with offices at 1840 North Robey street, Chicago, to compound and deal in cordials, flavors and other syrups.

The old site of the Allen B. Wrisley soap factory at 911 to 925 South Wells street has been sold to Percy F. DeTamble who paid the company $210,000, according to the broker in the deal. A new factory or loft building may be erected on the site.

The Victor Chemical Works gave $250 to the flood sufferers' fund and many other firms in the drug and cosmetic trade also made liberal donations to the Red Cross relief fund.

P. J. Perkins has been named as Chicago manager for Hall & Ruckel, Inc., with headquarters at 323 Polk street.

Edgar Bishop, of the C. U. McClellan Co., of Los Angeles, was in the Chicago market last month. He took the body of his mother, who died out west, to Quincy for burial in that city, which is their old home town.

J. R. Harrell, J. Kirkpatrick and F. Harrell have organized Harrell Associated Chemists, Chicago, to manufacture and distribute products to the trade. It has a capital of $50,000 and is located at 322 West Washington street.

T. A. LaSalle, formerly with the International Filters Co. is now associated with the Kremco Co., Chicago, as chemist at the latter's south side factory.

Frank B. Schlaegel, A. Schlaegel and Anna Freeman have organized the Lady Bess Perfumeries, Inc., with offices at 7447-7451 South Chicago avenue. The company will manufacture and deal in all kinds of toilet preparations for the trade.

I. Silverman, H. S. Waldstein and E. Miller have organized the United Co., with offices at 139 North Clark street, Chicago, and a capital stock of $150,000 to operate stores selling drugs and toilet goods.

Sales manager Ross of the U. S. Bottlers Manufacturing Co. has returned from an extended business trip through the northwest and reports favorable business outlook.

The Economical Drug Co. is expanding its chain of stores and has leased the northwest corner of Van Buren and Wabash avenues for fifteen years at an annual rental of $24,000. This will give the company eight stores in the loop and other sites are being considered for expansion of the chain.

S. H. Roberts, T. A. McCauley and L. Roberts have organized the Rogers Co., located at 2200 East 71st street, Chicago, to sell drugs and toilet goods. The company has a capital stock of $10,000.

R. L. Rosenbaum, Philip Rosenbaum and Ralph E. Anderson have organized the Rosenbaum Co., with offices at 7858 Colfax street, Chicago, to deal in toilet articles and drugs. The company's capital stock is $10,000.

The South Haven Chemical Co., South Haven, Mich., has increased its capital stock to $50,000.

A large fountain which sprays Josanne perfume has been installed in the cosmetic department at Stix-Baer-Fuller in St. Louis and passing customers are given the opportunity of sampling the perfume.

Ambassador Theatre in St. Louis recently presented "Milady's Perfumes," a production which is said to be inspired by D'Ciny's perfumes, "Truso" and "Blossom Time." A newspaper advertisement announced this fact and gave the prices of these perfumes together with the places where they could be bought.

W. L. Filmer, Chicago manager for Monsanto Chemical Co., has returned from the flavoring extract convention at Richmond, and reports the business outlook in this territory as improving.

IN MEMORIAM FOR DEPARTED FRIENDS

BABCOCK, ALFRED P., perfumery manufacturer, New York City, June, 1903.

BARCLAY, GEORGE REGINALD, manufacturer of soaps and perfumes, New York, June, 1925.

BROWN, DAVID SEYMOUR, founder Brown Soap Co., New York City, June, 1913.

BRYSON, ROBERT HORNE, pioneer in Canada's drug trade, Montreal, June, 1924.

EAVENSON, ALBERT TAYLOR, J. Eavenson & Sons, Camden, N. J., June, 1910.

HOPKINS, FERDINAND T., SR., of F. T. Hopkins & Son, toilet preparations, New York, June, 1920.

ISAKOVICS, ALOIS VON, proprietor of the Synfleur Scientific Laboratories, Monticello, N. Y., June, 1917.

METZGER, CHARLES F., of Metzger Scentcraft Co., New York, June, 1911.

MEYER, THEODORE F., former president of the Meyer Bros. Drug Co., St. Louis, at Tuscardera, Cal., June, 1924.

MICHAELS, HENRY, president of Langley & Michaels Co., San Francisco, June, 1920.

SALLABACHEFF, IVAN P., of Botu Pappazoglu & Co., Sofia, Bulgaria, June, 1924.

SARGEANT, STEPHEN M., SR., manufacturer of flavoring extracts, Worcester, Mass., June, 1926.

STEARNS, FREDERICK KIMBALL, chairman of Frederick Stearns & Co., Detroit, at Beverly Hills, Cal., June, 1924.

UTARD, EMILE, manager in the United States for Parfumerie Ed Pinaud of Paris, and founder and president of the Franco-American Board of Commerce and Industry, New York, June, 1925.

WHELPLEY, DR. HENRY M., former president American Pharmaceutical Association, St. Louis, June, 1926.

Gustav T. Bauer

Gustav T. Bauer, vice-president and treasurer of Bauer & Black, Chicago, died May 18. He was born in Chatfield, Minn., in 1869. During the World War he was in close touch with the surgeon-general of the army and was later commissioned a lieutenant-colonel in the officers' reserve corps. Mr. Bauer was a member of the Chicago Drug & Chemical Club, Oriental Consistory and other societies. He is survived by his widow, Mrs. Marion H. Bauer; one son, Laurence H. Bauer; two daughters, Josephine B. Cohen and Marion H. Bauer.

M. Cornillac

M. Cornillac, one of the pioneers in lavender culture and one of the best known men connected with this industry, died in April at Valence, France. Mr. Cornillac was born at Remuzat but moved to Paris where he became a maker of cordials, amassing a sizable fortune. While still a young man, he retired to Valence where he took up the cultivation of lavender founding the "lavenderaie" of Oreas. In collaboration with Mlle. Cornillac, he was the author of several works on lavender.

Lowell S. Stoner

Lowell S. Stoner, who for the last five years has been connected with the marketing division of the sales promotion department of Colgate & Co., was drowned near Port Washington, L. I., June 6 when a sudden squall struck the twenty-five foot sloop *Siva*, in which he was sailing. Robert Terrill, Ansonia, Conn., connected with the Association of National Advertisers, also was drowned, while a third passenger in the little craft was rescued. Mr. Stoner was 26 years old, a graduate of Dartmouth University in the class of 1920. After graduation he took the course in the Amos Tuck Business School and later became connected with Colgate & Co. He was the son of Mr. and Mrs. C. B. Stoner of Summit, N. J. His sudden death interrupted a career of brilliant promise in work for which he seemed particularly suited.

J. H. Winklemann

J. H. Winklemann, who for many years has been prominent in the Baltimore wholesale drug trade, died on May 22, at his home in Baltimore at the age of 85. Mr. Winklemann had been connected with the wholesale drug business for 63 years, having entered the employ of August Volgeler Co., at the age of 12. Later he became a partner in this company, and finally established the Winklemann & Brown Drug Co. He was also interested in the Carr-Lowrey Glass Co.

John C. Kirchberg

John C. Kirchberg, a retired soap manufacturer and lifelong resident of New Orleans, died there on May 26, at the age of 70 years. Surviving him are Mrs. Kirchberg, whom he married in 1892, and three sons, John C. E., Leon James and Harry Meyers. Three sisters, Mrs. E. Moppert, Mrs. D. X, Holderith and Miss Lena Kirchberg, and one brother, Frederick William, also survive.

Frederick A. Smith

Frederick A. Smith for many years Southwestern representative of Melba Manufacturing Co., Chicago, died suddenly May 5 at San Antonio, Texas, while on a business trip to that city. Funeral services were held from his home in Dallas with interment at Grove Hill Cemetery in that city. He leaves a wife, Mrs. Mabel Smith, a daughter, two sisters and brother.

NEW PUBLICATIONS, PRICE LISTS, ETC.

PIERRE DHUMEZ & Co., Vallauris, France, have forwarded through their American representative, COMPAGNIE PARENTO, Croton-on-the-Hudson, N. Y., a most attractive booklet describing their plant and laboratories at Vallauris and their flower fields at Argeville-en-Provence.

The book is most attractively printed and is replete with illustrations showing views of the exterior of the plant and photographs of the interior of the laboratories. The section devoted to the flower fields is beautifully illustrated and shows the actual methods of cultivation employed by the company in this extensive part of its work.

Pierre Dhumez & Co., are specialists in orris products for the perfume and soap manufacturer and also in Labdanum and Sauge Sclaree (Clary Sage.) A most attractive picture of a flowering field of the latter is included in the booklet.

HEINE & Co., New York, have forwarded to us a most attractive photograph album showing views of their Groeba Works. Included in the album is an aeroplane view of the entire plant, several pictures of the exterior of the various buildings and interior views showing various processes conducted by the company. Several pages are also given over to views of the flower fields including pictures of the gather-

ing of jasmin and violets and the planting of clary sage. The booklet is beautifully bound and forms a most effective picture of the activities of Heine & Co. in the production of essential oils and perfume materials.

ERNST BISCHOFF CO., INC., 135 Hudson Street, New York, have issued a little booklet entitled "Perfumers' Guide". The company explains that the booklet is being distributed in lieu of repeated visits of salesmen. In future the business of the company will be handled by a staff of consulting chemists who will call upon the trade at intervals instead of by the usual staff of salesmen.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, *81 Fulton street, New York.)*

AN OUTLINE OF CAREERS, edited by Edward L. Bernays, 431 pages, octavo, cloth, George H. Doran Co., New York, 1927. Price $5.00.

The editor starts with the thesis that outstanding successes in various lines of endeavor can be of great assistance to the young man or woman, seeking to enter their particular fields. In the development of the idea he has assembled brief essays by 38 such outstanding successes. The essays are designed to give a picture of the conditions surrounding success in these fields and hints to those attempting to enter them.

The book is entertaining and informative and were the advice heeded and the lessons learned, there would doubtless be fewer dissatisfied misfits in the professions and in the industries. Unfortunately, preconceived notions, illusory dreams, and misleading information are with great difficulty driven from the minds of the young seekers after careers. Hence this work, like the volumes of oral advice almost always given to the beginner, will probably do less good than the well intentioned author hoped.

The work covers the following general lines of endeavor: accountancy, advertising, agriculture, architecture, art, automobiles, banking, the civil service, clothing and allied industries, editing, engineering, foodstuffs, foreign service, foreign trade, insurance, journalism, law, medicine, merchandising, the army, the navy, the ministry, motion pictures, music, public relations, public utilities, publishing, real estate, salesmanship, applied science, scientific research, social service, the stage, teaching, textiles, transportation, writing, and a chapter on women in industry. Such noted experts as Roy D. Chapin, Ray Long, John Hays Hammond, Roy W. Howard, Col Michael Friedsam, Hon. Dwight F. Davis, Jesse L. Lasky, Pitts Sanborn, Joseph P. Day, Vernon Kellogg, David Belasco, C. H. Markham and Mary Roberts Rinehart have contributed chapters.

NEW INCORPORATIONS

NOTE.—*Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to* "PLEASE FORWARD."

Arcadia Perfume Co., Manhattan Borough, New York City, $5,000. L. Hess, 551 Fifth avenue, New York.

C. G. Chemical Manufacturing Co., Brooklyn, N. Y., toilet articles, $5,000. S. Widder, 217 Havemeyer street.

Eureka Perfume and Disinfectant Corporation, Brooklyn, N. Y., $10,000. L. Lindauer, 26 Court street.

Marguerite Ruanne, Buffalo, N. Y., cosmetics, $100,000 preferred stock, 1,250 shares common stock. M. Weimar, Buffalo, N. Y.

Louise Leighton, Manhattan Borough, New York City, perfumes, $25,000 preferred stock, 2,000 shares common stock. G. K. Brown, 25 West 43rd street.

Chaney Distributing Corporation, Manhattan Borough, New York City, hair dye, $1,000. B. Alexander, 1133 Broadway, New York, N. Y.

Delletrez, Manhattan Borough, New York City, perfumery, $110,000. A. Levene, 27 William street, New York.

Standard Pharmaceutical and Chemical Solvents Corporation, Manhattan Borough, New York City, 200 shares of common stock. C. H. Fingerhurd, Broadway and 57th street.

Bona-Dea, Manhattan Borough, New York City, perfumes, $20,000. B. L. Blauvelt, 285 Madison avenue.

Grecian Chemical Co., Wilmington, Del., toilet articles, $150,000. Colonial Charter Co., Wilmington, Del.

Lu-Ray, Inc., Pittsburgh, Pa., cosmetics, $50,000. Capital Trust Co. of Delaware, Dover, Del.

Preiss-Tufts Corporation, Queens Borough, New York City, fruit juices, 100 shares common stock. Dean, Fairbank, Obreight & Hirsch, 420 Lexington avenue, New York City.

Mme. Louise Hermance, Manhattan Borough, New York City, cosmetics, 200 shares common stock. M. Huck, Jr., 46 Cedar street, New York, N. Y.

Merkeen Beauty Shop Supplies, Manhattan Borough, New York City, $10,000. W. R. Hill, 149 Broadway, New York City.

W. Burton & Co., Brooklyn, N. Y., flavoring extracts, $5,000. A. M. Lee, 233 Broadway, New York, N. Y.

Charles H. Lamensdorf, Manhattan Borough, New York City, cosmetics, $10,000. E. Wagreich, 360 South First street, Brooklyn, N. Y.

National School of Cosmeticians & Hairdressers of New Jersey, Clementon, N. J., $25,000. C. Lawrence Gregory, Camden, N. J.

Du Barry Perfume, Manhattan Borough, New York City, $10,000. Baldwin, Hutchins & Todd, 120 Broadway, New York.

New Gloria Co., Manhattan Borough, New York City, vanity cases, 200 shares of common stock. F. W. Howitt, 1440 Broadway, New York City.

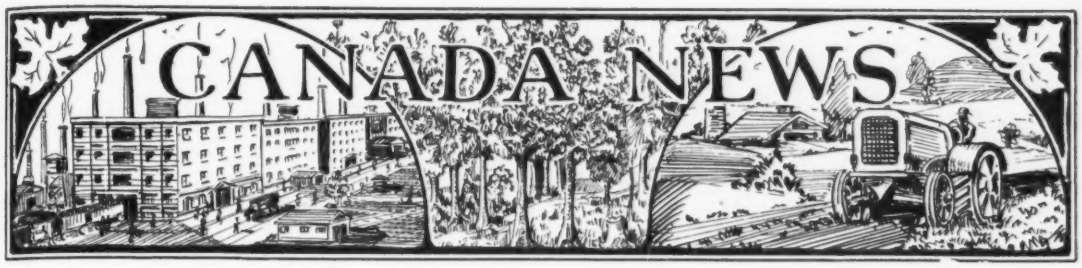
Car-Nee Cosmetics, Manhattan Borough, New York City, $10,000. Hendrick & Hendrick, 350 Madison avenue, New York.

Alfred H. Smith & Co., Inc., New York, face powder and perfumes, 1,000 shares no par stock, incorporated in Delaware. Prentice Ham, Inc., Dover, Del.

H. & V. Chemical Products Corporation, Brooklyn, N. Y., manufacture cleaning fluids, $1,500. Klein & Miller, 66 Court street, Brooklyn, N. Y.

Illinois Cosmetic Co., 2301 West Erie street, Chicago, manufacture and sell toilet preparations of all kinds, incorporated by Benjamin T. Roberts, M. Reed, Corydon A. Reed and S. K. Roberts. Correspondent: Sinden & Hassell, 139 North Clark street, Chicago, Ill.

Pro-Tex-All Co., Evansville, Ind., soaps, polishes, disinfectants and chemicals, $15,000, Isadore Silverman, Eda W. Silverman and Sterling Wiener.



Montreal

MONTREAL, June 15.—The leading scientists are gathering in Quebec City, for the tenth annual congress of Canadian chemists. They include members of the Society of Chemical Industry, of the Associated Committee of Chemists, the National Council of Research, the Canadian Institute of Chemistry and the Association Professionnelle des Chimistes de la Province de Quebec. A number of notable chemists from the United States and France are also attending.

The investigation of the P. A. T. A. is now over, and the trade only awaits the decision of the commissioner, finally to establish whether or not they come under the ban of the law as a combine in restraint of trade.

The acquisition of the Pompeian Mfg. Co., by Colgate & Co., has produced the unification of their two offices in Montreal. The Canadian headquarters is located at 72 St. Ambroise street.

A judgment of the Appeal Court in a case taken against 41 Montreal druggists is of interest to everyone handling proprietary products in this province. They were charged with selling a product which contained a narcotic drug in quantities in excess of what was allowed by the Narcotic Drugs Act. The Appeal Court freed them of the charge, on the ground that they acted in good faith, not knowing that the preparations came under the Canadian Narcotic Drugs Act.

On his retirement from the service of Lyman's, Ltd., Montreal, after many years in their employment, W. E. Cunningham was presented with an address and a gold mounted walking stick by the office and warehouse staff.

The Exki Products Co., manufacturer of perfumes, Eau de Cologne, lotions, etc., has opened a retail store at 1621 St. Denis street, Montreal.

The shares of Commercial Alcohol, Ltd., were listed on Montreal Curb Market at the end of May. It is expected that they will be placed on a regular dividend basis soon.

At recent examinations at Montreal University, the following were admitted Licentiates in Pharmacy: Arthur Lesperance, Lorenzo Dandurand, Jean Paul Senez, L. Sherwin, R. Goulet, C. E. Jarry, H. Bussiere, S. D. Presoner, S. Held, F. L. Singer, E. Goulet, D. Caplan, A. Rajotte, J. N. Therien, C. A. Bogos, J. M. L'Heureux, S. Desnoyers, R. Beaudry, M. M. Schachter, P. Busseault, G. Destroismaisons, G. Meloche.

Toronto

TORONTO, June 15.—Canadian trade conditions continue on the up-grade, practically every department of the Government reporting enhanced figures in their varied departments. Statistics covering last year's immigration show that the Dominion is riding on the crest of a rising tide. Last year 135,984 new people entered Canada as settlers, against 84,907 the preceding year. Some 20,944 of these settlers came from the United States. This year 200,000 new settlers are expected. So far this rate is being maintained during the present year.

The seeding of wheat lands in the Canadian West has been delayed three weeks owing to generally inclement weather, with the result that acreage may be somewhat smaller as compared with last year. Latest reports, however, show that farmers are at present making up for lost time, and some cut-down may have to be made in estimates.

The early opening of lake and river navigation, on the other hand, has stimulated trade in practically all lines. Car loadings of merchandise are well in advance of last year and there is a better feeling in the wholesale and retail trade. Manufacturing plants are operating at or near capacity and have orders booked that will keep them busy for some months to come.

Agricultural prices and wages are relatively high, and the buying power of the public is generally satisfactory. There is yet some unemployment, but not so great as at the commencement of the spring. The price situation is very similar to that in the United States. While in the latter country, wholesale price index dropped within the year from 155 to 146, Canada's price index fell from 160 to 148 in the same period.

With this state of affairs the Canadian perfumery trade agrees. All the Toronto houses report business stability and much better sales and orders for the first five months of the year than was the case in 1926, which was on the whole a good year.

Albert Young, factory superintendent of Northrup & Lyman Co., Toronto, and an employe of that firm for 52 years, died during May, at his home.

The annual convention of the Ontario Retail Druggists' Toronto, was held in the Prince George Hotel, during the latter part of May, and was a huge success.

The annual meeting and banquet of the Drug Trading Co., Association was held in the Royal Connaught Hotel, Hamilton, Ont., on June 6, 7 and 8. It was a successful gathering, there being almost a thousand names on the register, including of course, manufacturers, wholesalers and their

representatives. Many matters of interest to the trade were discussed, among them the P. A. T. A. Among the entertainers were the "Ipana" Troubadours, who figure sometimes on the WEAF hook-up chain of broadcasting stations, and on the last night of the convention these entertainers had their concert program broadcast from the local station.

The officers elected for the ensuing year are: H. H. Tapscott, Brantford, president; C. E. Whebby, Toronto, honorary president; A. J. Wilkinson and L. F. Best, Kingston, vice-presidents; Fred Jacobs, Toronto, secretary-treasurer. The district representatives elected were: E. B. Meally, Hamilton; T. T. Beattie, Ottawa; J. B. McLeod, Kingston; W. G. Dunoon, Lindsay; F. C. Fielding, Toronto; R. A. Greer, Toronto; Wm. Crossland, Barrie; W. A. McIntyre, St. Mary's; H. W. Shoemaker, Kitchener; J. W. Crooks, Port Dover; Frank Hyde, Woodstock; J. W. McKibbin, Wingham, and W. O. Austin, Windsor.

E. H. Koehler, vice-president, and Harvey Lee, treasurer, of the Vivaudou-Melba organization, New York City, were recent visitors at the Toronto plant of that organization, officially inspecting the factory and Canadian business. Since the amalgamation and the transference of the Montreal offices to the Toronto headquarters, the company has taken over another floor in its factory building, at 624 King street, West. The offices have been moved to the second floor, with warehouse facilities at the rear, this giving the entire ground floor space to an enlarged factory premises. In Canada the company is retaining the two names, though the titles have been varied—"V. Vivaudou of Canada, Limited" and "Parfumerie Melba of Canada, Limited."

E. H. Brown, local manager for the Vivaudou-Melba organizations paid a business trip to Montreal recently. He is now preparing a trip that will take him through the Western provinces of Canada. Though the company has been handicapped for several weeks through moving machinery, improving the premises, transferring the Montreal offices to Toronto, etc., a largely increased trade has been done so far this year over the same period in 1926.

The P. A. T. A. investigation being conducted by the Dominion Government has had a session this month at Lindsay, the home of Commissioner O'Connor, for the hearing of final pleadings from both sides of the question, and it is expected that an announcement will be made by the Commission some time in July. All told there are now some 6,000 pages of evidence to be gone over by the Commissioner.

The local press a day or two ago gave up much space to the prize-winning dogs bred by Mrs. J. R. Kennedy, wife of the manager of the toilet goods department of the United Drug Co.

C. G. Whebby, druggist, of Toronto, was elected president of the P. A. T. A. at a recent meeting held in Montreal. Mr. Whebby succeeds Leo G. Ryan.

The council of the Pharmaceutical Association of British Columbia met at Vancouver last month and granted certificates to eight candidates in pharmacy.

M. E. F. Kelley & Co., Toronto, are now representing in Canada as distributors of the Guimet perfume from Paris, France, through the importers, Storfer Laboratories, Inc., New York, and the Nymfaun (New York) line of toiletries.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.

TRADE-MARKS REGISTERED IN CANADA

Bottle, having eight faces, six of these faces being of substantially equal width, the end faces being smaller. E. R. Squibb & Sons of Canada, Limited, Toronto, Ont.

Bottle, having fourteen sides; the base of the bottle is oval in shape. E. R. Squibb & Sons of Canada, Limited, Toronto, Ont.

"Thrift," toilet goods. toilet preparations, cleaners, (excepting soaps), drugs, patent medicines and drug sundries made of rubber. The T. Eaton Co., Limited, Toronto, Ont., and Winnipeg, Man.

"Coreco," soaps. Bloss P. Corey & Son, Limited, Petrolia, Ont.

"Cecile," toilet preparations. La Compagnie Leroy, Montreal, Que.

"Allflowers," soap, perfume or other toilet preparations. Soaps, Perfumes, Limited, Toronto, Ont.

"Dr. A. W. Chase's," mouth washes. Edmanson, Bates & Company, Limited, Toronto, Ont.

"Berenice," toilet preparations. G. A. Bigaouette Limited, Saint-Laurent, Que.

"Heather," syrups for beverage purposes. J. Hungerford Smith Company, Limited, Toronto, Ont.

PATENTS GRANTED IN CANADA

270,271—Vanity Case. William G. Kendall, Newark, N. J.

270,652.—Saponification. Vaman Ramachandra Kokatnur, New York City.

270,759.—Machine for Applying Capsules. The O. & J. Machine Company, assignee of Charles Hjalmar Oslund and John Emanuel Johnson, all of Worcester, Mass.

270,760.—Label Wiping Device. The O. & J. Machine Company, assignee of John Emanuel Johnson and Charles Hjalmar Oslund, all of Worcester, Mass.

270,800.—Dispensing Bottle Closure. Victor Reimann and Karl Becker, co-inventors, both of Dresden, Germany.

270,861.—Cosmetic Server. Elwood M. Reed, Detroit, Mich.

271,187.—Vanity Case. The Canadian Sturdy Chain Co., Ltd., assignee of Harrison L. Allen, both of Sherbrooke, Que.

J. H. Stenge, of Morana, Ltd., was the only Canadian perfumery representative who attended the Atlantic City convention of the American Manufacturers of Toilet Articles last month. Several other Toronto men intended going, but had to cancel arrangements at the last moment.

The druggists of Windsor, Ont., held a banquet late last month to honor the bowlers in the profession who had done so well during the last winter season. O. M. Duncan was elected chief for the next season.

The Canadian Paper Box Manufacturers will meet at the King Edward Hotel, Toronto, on June 20.

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of Howard S. Neiman, consulting editor on patents and trade-marks. This report of patents, trade-marks, designs, is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to.

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.

Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition.

M228,487.—The Bliss Laboratories, Inc., New York, N. Y. (Serial No. 229,490. 1913.)—Hair tonic, hair powder, astringent, etc.

M228,783.—Northam Warren Corporation, New York, N. Y. Serial No. 243,557. Dec. 1, 1925.)—Liquid Nail Polish.

M228,826.—The Thomas Products Co., Chicago, Ill. (Serial No. 244,374. Oct. 1925.)—A liquid hair shampoo, a preparation for the treatment of falling hair, a preparation for cleansing the scalp and relieving oily-hair conditions.

TRADE-MARK REGISTRATIONS APPLIED FOR

(Act of Feb. 20, 1905)

173,513.—Lionel Trading Co., Inc., New York, N. Y. (Oct., 1921)—Perfumes.

196,261.—Schalk Chemical Company, Los Angeles, Calif. (Mar. 24, 1924.)—Cleansing compound with bleaching qualities.

215,476.—The Plee-Zing Corporation, New York, N. Y., and Savannah, Ga. (February, 1925.)—Food-flavoring extracts.

225,399.—Certified Extracts Inc., New York, N. Y. (Sept. 29, 1925.)—Food-flavoring extracts.

228,107.—Leo Heineman, New York, N. Y. (Feb. 1, 1925.)—Liquid cleaning preparation particularly useful for the removal of oil, grease, tar, and mildew stains from fabrics

228,441.—Reno Specialty Company, Reno, Nevada. (Oct. 1919.)—Powder for cleaning artificial teeth.

229,491.—The Bliss Laboratories, Inc., New York, N. Y. (1913.)—Hair tonic, hair powder, astringent remedies, face powder, etc.

229,997.—Edward A. Zink, doing business as the Co-Quin-Ol Company, New York, N. Y. (Sept., 1924.)—Shampoo and corrective for dandruff.

230,808.—Standard Oil Company (New Jersey) Bayonne, N. J. (Feb. 27, 1926.)—Liquid cleansing and polishing compounds and detergents for use on glass, porcelain, tile and the like, and detergents for use in laundering operations.

230,867.—C. W. Beggs, Sons & Co., Chicago, Ill. (Jan. 2, 1916.)—Dandruff Remover and preventer.

231,413.—The Twitchell-Champlin Company, Portland, Me. and Boston, Mass. (Jan. 1, 1895.)—Food Flavoring Extracts.

232,361.—Standard Oil Company (New Jersey) Bayonne, N. J. (Feb. 11, 1925.)—Liquid cleansing compounds and detergents for use on glass, porcelain, tile, and the like, and detergents for use in laundering operations.

232,363, 232,365.—Standard Oil Company (New Jersey) Bayonne, N. J. (Feb. 27, 1926.)—Liquid cleansing compounds and detergents for use on glass, porcelain, tile, and the like, and detergents for use in laundering operations.

235,790.—Thomas J. Webb Co., Chicago, Ill. (July 15, 1925.)—Flavoring extracts.

236,965.—Cora H. Shaw, doing business as Quick Chemical Co., Los Angeles, Calif. (May 2, 1926.)—Skin-bleaching cream.

238,151.—Mary Elizabeth Baker, Philadelphia, Pa. (Jan. 10, 1924.)—Hair Grower.

239,030.—Benjamin Gellman, Philadelphia, Pa. (Sept. 15, 1926.)—Toilet preparations—namely, hairdressing.

240,025.—Marcel Guerlain, Suresnes, Paris, France. (Nov. 1, 1923.)—Perfumes, cologne, beauty cream, and skin lotions.

241,036.—Armin Degener, Inc., New York, N. Y. (January, 1924.)—Perfume boxes.

241,232.—Julio M. Lupus, New York, N. Y. (Feb. 1926.) Perfumery, toilet lotions, face powder, talcum powder, face and hand cream, etc

241,995.—Garofalo Brothers, Chicago, Ill. (July 1, 1923.)—Food flavoring extracts.

242,051.—Paul Peter Mulhens, Cologne-on-the-Rhine, Germany, doing business under the name Die Eau de Cologne & Parfumerie Fabrik "Glockengasse No 4711" Gegenüber der Pferdepost von Ferd. Mulhens, Koln a/Rhein. (Mar. 1926.)—Eau de cologne water, perfumery, hair tonics, shampoo, pomade, brilliantine, cold cream, etc.

242,246, 242,248, 242,249.—Pacific Coast Talc Company, Los Angeles, Calif. (Jan. 1, 1923.)—Talc.

242,300.—The Ko-Cin-Co Company, Oklahoma City, Okla. (Nov. 4, 1925.)—Tooth Paste

242,301.—The Ko-Cin-Ko Company, Oklahoma City, Okla. (Nov. 1, 1926.)—Baby Balm.

242,319.—Mary Etta Tullis, Birmingham, Ala. (Jan. 5, 1926.)—Hair grower, hair tonic, face cream, and face lotion.

242,724, 242,725.—Howell Drug Company, Silver City, N. Mex. (Feb. 7, 1926.)—Facial Cream.

242,731.—Maurice Loewe, Paris, France. (Jan. 31, 1924.)—Perfumes.

242,803.—Saphes Incorporated, New York, N. Y. (Oct. 5, 1925.)—Toilet Preparations.

242,826.—Elite Catering Company, Los Angeles, Calif. (Jan. 1, 1917.)—Extracts.

242,863.—Storz Laboratories, Chicago, Ill. (Jan. 4, 1927.)—Toilet Preparations.

242,994.—A. W. Harris Oil Co., Providence, R. I. (August 1913.)—Motor-car soap and metal polish.

243,013.—Pharmakon A. G. Chemische Fabrik, Frankfort-on-the-Main, Germany. (March, 1926.)—Disinfectants for hands and the field of operation and a cosmetic for the skin.

243,248.—Biroto, Perfumer, New York, N. Y. (September, 1924.)—Toilet preparations and cosmetics.

243,397.—Sunland Laboratories Inc., Los Angeles, Calif. (Nov. 1, 1926.)—A Deodorant for the feet, bath salts.

243,412.—Buck and Rayner, Chicago, Ill. (Jan. 1, 1890.)—Toilet preparations.

243,599.—William E. Garretson, doing business as Eye-Rine Remedy Co., Portland, Ore. (Jan. 1, 1910.)—Eye lotion.

243,900.—The William A. Webster Company, Memphis, Tenn. (Jan. 11, 1927.)—Face powders, face creams, face packs, toilet waters, etc.

243,934.—Forhan Company, New York, N. Y. (Jan. 15, 1927.)—Antiseptics.

243,956.—Francis M. Lindersmith, doing business as F. M. Lindersmith Chemical Company, Spokane, Wash. (Jan. 1, 1927.)—Dental Powder.

243,957.—Mabel S. Loewenthal, Chicago, Ill. (May 15, 1926.)—Face creams, reducing creams, rouges, face powders, depilatories, etc.

244,096.—The Palais Royal, Inc., Washington, D. C. (Jan. 21, 1927.)—Vanity cases.

244,185.—Felice Sacco, Philadelphia, Pa. (Nov. 1926.)—Tooth preservative.

244,318.—Marcel J. Raffy, New York, N. Y. (Dec. 1, 1926.)—Face powder, face creams, rouges, perfumes, etc.

244,416.—Storfer Laboratories Inc., New York, N. Y. (Mar. 1926.)—Bath salts.

244,503.—John R. Kirk, doing business as The Delaware Indian Remedies Co., Pueblo, Colo. (July 15, 1926.)—Hair tonic.

244,616.—Les Parfums de Rosine, Inc., New York, N. Y. (March 1925.)—Toilet articles.

244,645.—Peter Agnost, Omaha, Nebr. (July 1, 1926.)—Skin bleach and beautifier.

244,819.—DuPont Viscoloid Company, New York, N. Y. (Dec. 10, 1926.)—Toilet articles made from a pyroxylin plastic analogous to celluloid, puffs, talcum powder, tooth paste, receptacles for perfume bottles.

244,826.—The Illinois Canning Co., Hoopeston, Ill. (July 15, 1926.)—Flavoring extracts.

244,827.—The Illinois Canning Co., Hoopeston, Ill. (July 15, 1926.)—Flavoring extracts for foods.

244,898.—The J. R. Watkins Company, Winona, Minn. (Jan. 20, 1927.)—Laundry and toilet soaps, soap jelly, soap powders, soap flakes, shaving cream soaps and shaving soaps, shredded soaps, metal polishes.

244,946.—Monroe Chemical Co., Quincy, Ill. (Dec. 2, 1926.)—Chemical compound in liquid form for cleaning grease and spots from cloth.

244,983.—Cenol Company, Chicago, Ill. (Jan. 2, 1922.)—Foot powder.

245,035.—Don D. Thomas, Fresno, Calif. (Dec. 26, 1926.)—Metal polish.

245,276.—Listerated Company, Houston, Tex. (March, 1926.)—Hair tonic.

245,368.—Rex Products Company, Chicago, Ill. (Mar. 2, 1927.)—Soaps.

245,417.—Woodworth, Inc., Rochester, N. Y. and New York, N. Y. (Feb. 9, 1927.)—Face creams,

245,422.—Louis E. Blackmer, Binghamton, N. Y. (Jan. 1, 1927.)—White-clay face pack, hairdressing, shampoo.

245,556.—Betty Harrington, New York, N. Y. (Dec. 3, 1926.)—Beauty creams, perfumes, and hair tonics.

245,780.—Colgate & Company, Jersey City, N. J. (1858.)—Toilet, laundry and household soap; shaving cream, shaving powder and shaving soap.

245,782.—Colgate & Company, Jersey City, N. J. (1894.)—Soap.

245,826.—Baker Brothers Company, Streator, Ill. (1901.)—Food-flavoring extracts.

245,889.—Cameron-Sprowls Pharmacy Co., Superior, Wis. (Jan. 1, 1900.)—Preparation for the treatment of the skin, chapped hands, chafed and scaled skin, freckles, sunburn.

245,913.—J. F. Lazier Manufacturing Co., St. Louis, Mo. (Mar. 1, 1927.)—Flavoring Extracts for food flavoring.

245,930, 245,931, 245,932.—The Silica Gel Products Corporation, Baltimore, Md. (May 12, 1926.)—Toilet powder.

245,966.—Marshall Field & Company, Chicago, Ill. (Jan. 12, 1926.)—Perfumes and cosmetics.

245,971.—Marshall Field & Company, Chicago, Ill. (Nov. 14, 1923.)—Perfumes and cosmetics.

245,978.—Marcel Franck, Inc., New York, N. Y. (Sept. 1926.)—Atomizers for perfume and the like.

245,998.—Solomon J. Muroff, doing business as The Murosen Hygiene Co., Brooklyn, N. Y. (Jan. 1, 1927.)—Mouth Wash and dental pastes.

246,014.—The Capillo Manufacturing Co., Baltimore, Md. (Mar. 14, 1927.)—Hair tonic.

246,083, 246,084.—Davex Corporation, New York, N. Y. (Sept. 1, 1926.)—Preparation for removing dandruff, etc.

246,096.—Koken Companies, St. Louis, Mo. (Feb. 1, 1927.) Liquid cooling hair rub, hair fixative preparations, etc.

246,100.—Lloyd Brothers, Pharmacists, Inc., Cincinnati, Ohio. (December, 1894.)—Soap.

246,200.—Poland Soap Works, Anniston, Ala. (June 15, 1924.)—Soaps and washing powder.

246,208.—Geo. S. Hershey, doing business as George S. Hershey Company, Los Angeles, Calif. (July 1, 1925.)—Powder Puffs.

246,232.—Salt Lake Coca-Cola Bottling Co., Salt Lake City, Utah. (Jan. 1, 1925.)—Extracts.

246,233.—Abraham J. Spain, Minneapolis, Minn. (Feb. 17, 1927.)—Cold cream, skin compound.

246,299.—Marquisette, Inc., Brooklyn, N. Y. (1921.)—Toilet preparations.

246,343.—George Charles Gagan, Mount Vernon, N. Y. (Feb. 17, 1925.)—Bleaching compound.

246,376.—Wolf-Thomen Incorporated, New York, N. Y. (Jan. 20, 1926.)—Talcum Powder (not scented.)

246,398.—French Beauty Products Co., Inc., New York, N. Y. (Oct. 1, 1926.)—Tooth paste and talcum powder.

246,448.—Judith Taylor, Timberlake, N. C. (March 15, 1926.)—Powder Puffs.

246,487.—Alfredo Lucati, New York, N. Y. (Jan. 3, 1927.)—Liquid bleach for washing clothes.

246,545.—Freckle-Off Co., Los Angeles, Calif. (Mar. 12, 1927.)—Cleansing and massage creams.

246,559.—The Wm. S. Merrell Company, Cincinnati, Ohio. (Mar. 5, 1925.)—Dentrifices and mouth washes.

246,637.—Frederick A. Schwannecke, doing business as F. A. Schwannecke Co., New Rochelle, N. Y. (Mar. 22, 1927.)—Face powders, talcum powders, tooth powders, etc.

246,639.—The Sears & Derr Company, Chillicothe, Ohio and Boonville, Ind. (Mar. 23, 1927.)—Flavoring materials.

246,657.—J. & E. Atkinson, Limited, London, England (August, 1923.)—Perfume.

246,713.—Harvey B. Saunders, doing business as Mex Company, Chicago, Ill. (Nov. 15, 1926.)—Hairdressing.

246,741.—The Cudahy Packing Co., Chicago, Ill. (Apr. 12, 1924.)—Soap Powder combined with mineral ingredients.

246,774.—The Remiller Co., New York, N. Y. (Mar. 24, 1927.)—Nail powder, nail polish, nail white, liquid nail polish, cuticle remover and cuticle oil.

246,933.—Alphonse Rigoulot, New York, N. Y. (Mar. 1, 1927.)—Hair pomade.

246,961.—Kemic Powder Co., Seattle, Wash. (May 15, 1925.)—Dentrifices.

246,969.—Mate, Inc., Philadelphia, Pa. (Mar. 29, 1927.)—Toilet preparations.

247,024.—Keewaugen Products Co. Inc., North Chicago, Ill. (Oct. 15, 1926.)—Liquid cleaning compound for cleaning the surface of glass, porcelain, enamel, etc and powdered dry cleaner.

247,130.—Richard Hudnut, New York, N. Y. (Mar. 23, 1927.)—Perfume in a concentrated or solid form having a higher precentage of essential oils than is found in liquid perfume.

247,181.—Gerré, Inc., New York, N. Y. (Mar. 13, 1927.)—Toilet preparations.

247,318.—Charles William Hoppie, Buffalo, N. Y. Jan. 1, 1923.)—Face creams, face powders, toilet water, perfumes, and skin lotions.

247,368.—Garry & Company, Inc., New York, N. Y. (Apr. 5, 1927.)—Toilet preparations.

247,417.—Dynamic Chemical & Mineral Company, Chicago, Ill. (Sept. 1, 1922.)—Shampoo.

247,436.—L. K. Jackson, doing business as Madam L. Kemp Jackson, Ensley, Ala. (May 1, 1923.)—Pressing oil and a preparation for treating dandruff, falling hair, itching scalp, and giving life, beauty, color, and abundant growth to the hair.

247,456.—Associated Merchandising Corporation, New York, N. Y. (Mar. 1, 1927.)—Perfume.

247,513.—The Alliance Art Products Company, Alliance, Ohio. (July 31, 1925.)—Toilet Preparations.

247,529.—Erte, Inc., New York, N. Y. (Dec. 1, 1926.)—Perfumes and toilet preparations

247,550.—Joseph S. Lindemann, New York, N. Y. (Dec. 1, 1921.)—Perfumes and toilet preparations.

247,634.—Parfums Edouardo, a Corporation, New York, N. Y. (Apr. 1926.)—Perfumes.

247,655, 247,656.—Albert Verley, Inc., Chicago, Ill. (1914.)—Chemicals, aldehydes, alcohols, and natural and synthetic essential oils suitable for perfuming purposes.

247,750.—Parke, Davis & Company, Detroit, Mich. (Feb. 5, 1927.)—Mouth wash having deodorant, astringent, and cleansing properties.

247,837.—American Beauty Perfumers, New York, N. Y. (Feb. 5, 1926.)—Toilet preparations and perfumes.

247,892, 247,893.—Raymond R. Du Pre, Waterloo, Iowa. (Mar. 16, 1927.)—Perfumes.

247,938.—Enterprise Chemical Co., doing business as Maison Marivonne, St. Louis, Mo. (Feb. 1, 1926.)—Perfume, toilet water, shampoo, etc.

248,108, 248,109, 248,111, 248,112, 248,113.—Alfred Martory, Paris, France. (Feb. 14, 1927.)—Perfumes.

DESIGNS PATENTED

72,602. Vanity Case. Claud L. Coyle, Clarence, Mo. Filed Mar. 14, 1927. Serial No. 21,144. Term of patent 7 years.

72,620. Perfume Bottle. George Grunberg, New York, N. Y. Filed Feb. 3, 1927. Serial No. 20,602. Term of patent 3½ years.

72,621. Perfume Bottle. George Grunberg, New York, N. Y. Filed Feb. 3, 1927. Serial No. 20,603. Term of patent 3½ years.

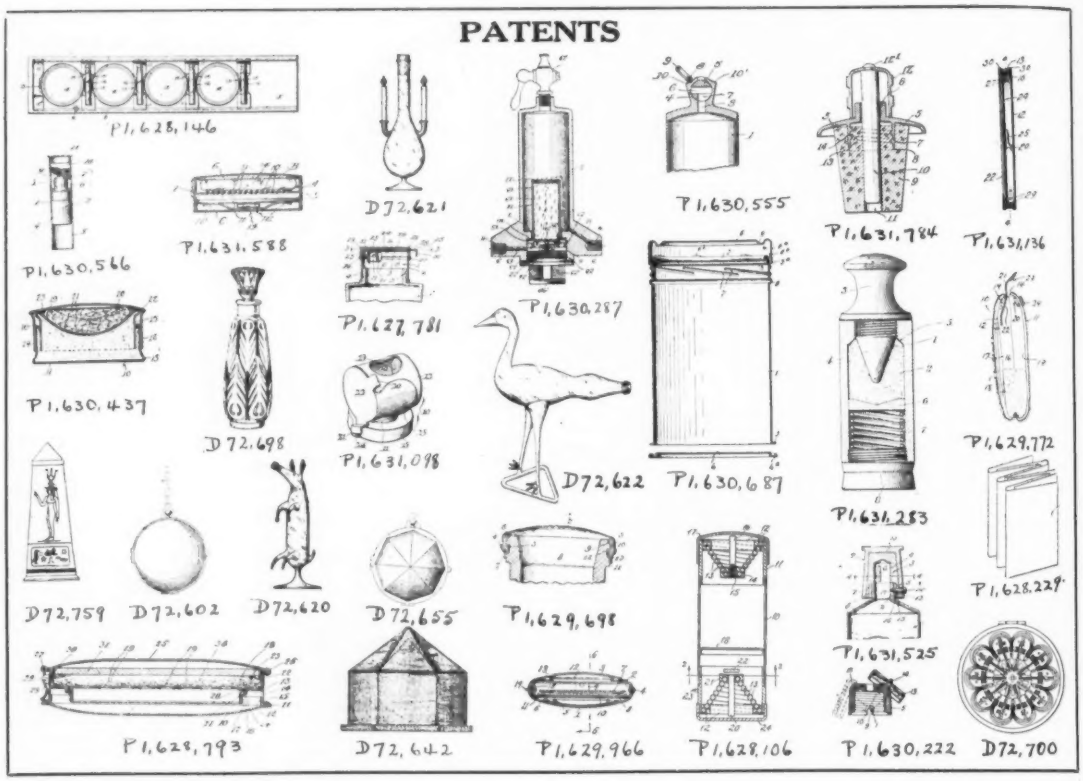
72,622. Perfume Bottle. George Grunberg, New York N. Y. Filed Feb. 3, 1927. Serial No. 20,604. Term of patent 3½ years.

72,642. Hexagonal Cosmetic Box. Helena J. Titus, New York, N. Y. Filed Feb. 7, 1927. Serial No. 20,641 Term of patent 7 years.

72,655. Vanity Case. Albert Frech, St. Louis, Mo. Filed Mar. 14, 1927. Serial No. 21,145. Term of patent 7 years.

72,698. Flacon. Ruby T. Brewster, New York, N. Y. Filed Mar. 18, 1927. Serial No. 21,186 Terms of patent 3½ years

72,700. Compact Case. Bernard d'Escayrac, New York,



N. Y., assignor to Suerlain Perfumery Corporation of New York, N. Y., a Corporation of New York. Filed Mar. 15, 1927. Serial No. 21,147. Term of patent 14 years.

72,759. Box of Similar Container. Ruby T. Brewster, New York, N. Y. Filed Mar. 18, 1927. Serial No. 21,187. Term of patent 3½ years.

PATENTS GRANTED

1,627,781. Closure for Powder-Dispensing Containers. Edward L. Kendall, Jersey City, N. J., assignor to William G. Kendall, Newark, N. J. Filed June 9, 1926. Serial No. 114,833. 3 Claims. (Cl. 221—62.)

1. A container closure of the class described comprising assembled body and cap members provided in their tops with discharge perforations, a perforated cut-off member slidably disposed between and sustained throughout its area by the tops of the said members and having a finger piece extending through the wall of the cap member, the top of the body member having a slot therein, the said cut-off member having a portion extending downwardly through the slot and provided with an outstanding lug, and a spring leaf disposed against the said portion of the cut-off member and having an opening in which the said lug engages to support the spring leaf, the said spring leaf having portions extending at opposite sides of the said portion of the cut-off member and bearing against the wall of the body member and yieldably holding the cut-off member in position with its perforations out of registration with the perforations of the body and cap members.

1,628,015. Washing Compound. Samuel I. Welsher, New York, N. Y., assignor, by mesne assignments, to Frank A. Bower, Bayside, N. Y. Filed May 8, 1923. Serial No. 637,572. Renewed Nov. 19, 1925. 5 claims. (Cl 87—5.)

1. A laundry washing compound composed of material adapted to be poured from its package into the washing water in loose granular form and including a major proportion of a solid oxygen bearing sterilizing and bleaching salt and anhydrous soap thoroughly mixed with said sterilizing and bleaching salt, said anhydrous soap being dehydrated to a high degree so that it is in crumpled flake form.

1,628,106. Box for Face Powder and the like. Philip C. P. Booty, Chicago, Ill., assignor of one-half to Michael T. Daley, Chicago, Ill. Filed Mar. 25, 1926. Serial No. 97,253. 9 claims. (Cl. 221—61.)

1. In a container, the combination of a casing having an opening thereto, and means comprising a coil mounted in said opening and having a plurality of plies overlying each other in progressively extended position along the axis of the coil and serving by contact with each other in such progressively extended position to close said opening.

1,628,146. Display Rack for Face Powders. Tarvin A. Hoops, Cody, Wyo. Filed Apr. 13, 1926. Serial No. 101,643. 5 Claims. (Cl. 211—28.)

1. The combination with a suporting tray adapted to receive packages of substances to be vended, of a plurality of spacing elements associated therewith and separating the several packages from each other and sample containing elements carried by the spacing elements for the reception of samples of the substances carried in the several packages.

1,628,229. Soap-Sheet Pack. Peter J. Christman, Jr., Green Bay, Wis. Filed July 12, 1924. Serial No. 725,635. 1 Claim. (Cl. 87—23.)

A new article of manufacture comprising a package consisting of a series af separate interfolded sheets of paper impregnated with soap, with the folded portion of one sheet enclosing the ends of the adjacent sheet to thereby protect successive sheets, whereby one sheet may be removed without moistening the next sheet, and will cause a portion of the next sheet to assume a freely accessible position.

1,628,793. Container. James M. MacDonald, East Orange, N. J. Filed Mar. 20, 1926. Serial No. 96,149. 8 Claims. (Cl. 132—83.)

1. In a loose powder container, in combination, a bottom powder receptacle, a grid top attached to said receptacle, an upper member spaced from the grid and revoluble thereabove and a hinged cover carried by the revoluble member.

1,629,002. Manufacturing Menthol. Karl Schöllkopf, Dusseldorf-Oberkassel, Germany, assignor to Rheinische Kampfer-Fabrik Gesellschaft mit beschränkter Haftung, Dusseldorf-Oberkassel, Germany. Original application filed Nov. 28, 1922, Serial No. 603,853, and in Germany Mar. 11, 1922. Divided and this application filed June 26, 1926. Serial No. 118,833. 1 Claim. (Cl. 260—153.)

The process for manufacturing inactive menthol which consists in heating thymol with catalysts promoting the hydrogenation and hydrogen under pressure, separating the inactive menthol from the liquid menthols mixture, heating the latter with an alkaline metal mentholate, subjecting the reaction product to steam distillation and fractionating the distillate.

1,629,096. Cosmetic. Arthur L. Davis, Alton, Ill. Filed Nov. 22, 1923. Serial No. 676,257. 7 Claims. (Cl. 167—9.)

1. A cosmetic capable of absorbing matter from and bleaching the human skin, comprising silica gel reduced to a fine state of pulverization.

3. A cosmetic capable of absorbing matter from the human skin comprising silica gel mixed with pulverized talc.

6. A process of bleaching and cleansing the human skin comprising applying to the skin a coating of pulverized silica gel and permitting the coating to remain in contact with the skin until the oil and impurities have been absorbed from the surface and pores of the skin and then removing the coating.

1,629,698. Closure for Food Containers. Daniel M. Gray, Edwin Haub, and John J. Williams, Wheeling, W. Va., assignors to Hazel-Atlas Glass Company, Wheeling, W. Va., a Corporation of West Virginia. Filed June 18, 1925. Serial No. 37,914. 6 Claims. (Cl 215—38.)

5. In closure means for glass containers, a cap member formed of sheet metal and having a relatively flat body portion provided at its edge with an annular flange member adapted to receive the mouth portion of the container, said annular flange member having a reduced diameter adjacent its free edge to provide an internal gasket-receiving seat between the reduced portion and the body portion of the cap member, and the gasket-receiving seat having a reinforcing bead formed therein.

1,629,772. Powder Puff. Saverio Biondi, Los Angeles, Calif. Filed Dec. 18, 1925. Serial No. 76,304. 2 Claims. (Cl. 132—78.5.)

1. A powder puff of the character described comprising an outer casing including a pair of sections secured together, a lining secured within the casing and likewise formed of connected sections, the space within the lining constituting a reservoir for the storage of powder to be used, one section of the casing being provided with a plurality of eyelets permitting the discharge of powder there through, the lining at said apertured or eyelet side of the casing being formed with an opening, wire screen located between the lining and the apertured side of the casing for limiting the flow of powder.

1,629,966. Vanity Case. Philip A. Reuter, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a corporation of Connecticut. Filed Jan. 15, 1925. Serial No. 2,487. 4 Claims. (Cl. 132—83.)

1. In a vanity box, the combination of a bottom, a cover, both having similar convex walls, and an annular intermediate compartment hingedly secured in position and formed to support a mirror and a powder compact, and having a side wall conforming in convexity to the bottom and cover, the walls of the bottom and cover bearing against the upper and lower edges of the wall of the compartment and abutting in frictional engagement with the compartment wall when the box is closed.

1,630,222. Closure Device. Robert D. Simpson, Columbus, Ohio. Filed Feb. 13, 1926. Serial No. 88,120. 9 Claims. (Cl. 221—60.)

1. As an article of manufacture, a tooth paste container having a cap provided with a discharge orifice made of a substantially rigid non-corrosive and non-metallic material, and a closure member adapted to be moved over and away from said orifice.

1,630,287. Filter. Samuel S. Amdursky, Rochester, N. Y., assignor to Taylor Instrument Companies, Rochester, N. Y., a Corporation of New York. Filed Sept. 25, 1924. Serial No. 739,948. 4 Claims. (Cl. 210—165.)

1. In a device of the class described, the combination of a container having an internally threaded open end and lateral inlet and outlet passages, a filtering cartridge having threaded means for detachably supporting the same in said container end between said passages, a closure for said container end, and means on said closure for unscrewing said threaded means and detaching said cartridge.

1,630,437. Face-Powder Container. John Herbert Kjellstrom, Rockford, Ill., assignor to J. L. Clark Manufacturing Co., Rockford, Ill., a Corporation of Illinois. Filed July 27, 1925. Serial No. 46,219. 1 Claim. (Cl. 132—82.)

A powder container having, in combination, a casing having a peripheral side wall and a closed end, a closure member comprising a perforated end wall and a peripheral side wall depending from said end wall and projecting into the side wall of said casing in telescoping relation to form a powder compartment of variable volume, the volume of said casing being substantially greater than the volume of said closure member whereby powder contained in said casing can be compressed and forced through said perforated wall by combined axial and rotary movement between said casing and the closure member.

1,630,555. Tube. Roy M. Witt, Tampa, Fla. Filed June 18, 1926. Serial No. 116,968. 2 Claims. (Cl. 221—60.)

1. A tube for paste and the like comprising a head having a discharge passage therein and a bore intersecting the passage, a rotary valve in the bore and having a slot therein for registering with the passage when the valve is moved to a certain position, a yoke shaped handle connected with the ends of the valve for moving the same, said valve having a slot leading from the first slot through one side of the valve for placing said first slot in communication with the interior of the tube when the valve is in closed position and the head having shoulders thereon for limiting the movement of the handle.

1,630,566. Toilet Accessory. William Friedman, New York, N. Y. Filed July 26, 1926. Serial No. 124,984. 4 Claims. (Cl. 206—56.)

1. A toilet accessory comprising means for holding a make-up stick and permitting the same to be moved longitudinally, and means associated with said holding means for shaving the end of said stick when moved longitudinally in one direction.

1,630,593. Process of Making Esters From Aldehydes. Charles O. Young, Jackson Heights, N. Y., assignor to Carbide & Carbon Chemicals Corporation, a Corporation of New York. Filed Aug. 12, 1925. Serial No. 49,838. 4 Claims. (Cl. 260—106.)

2. Process of making esters which comprises bringing anhydrous aldehyde into contact with a catalyst comprising the aluminum alkoxy derivative of ethylene glycol monoethyl ether having the formula $(C_2H_4(OC_2H_5)O)_3Al$.

1,630,687. Container. Charles J. Aulbach, Passaic, N. J., assignor to Passaic Metal Ware Company, Passaic, N. J., a Corporation of New Jersey. Filed Nov. 15, 1924. Serial No. 750,054. 4 Claims.

1. A container comprising a body having an inner non-metallic sealing member adjacent to one end, the sealing member having a flange extending along the inner wall of said body, the container having a portion adjacent to its open end curled inwardly and projecting outwardly against the flange, the flange being substantially uncurled, the container portion having its free edge pressing the flange against said wall of the body.

1,631,098. Closure. Jean Jacques, Philadelphia, Pa., assignor of one-half to Adolph W. Oswald, Philadelphia, Pa. Filed Feb. 5, 1926. Serial No. 86,133. 7 Claims. (Cl. 220—24.)

1. A receptacle closure comprising a cylindric rotor cas-

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Grasse Report for June

From Our Own Correspondent

GRASSE, June 7.—Following is the report on floral products and essential oils for June:

Orange

The crop is now in full swing and will be finished in about 12 days.

The Syndicate of the Grasse Perfumers, unwilling to accept the price requested for the blossoms by the Producers' Co-Operative Association, the latter has distilled all the crop of its members and the perfumers of Grasse have only the independent crop, that is to say, the crop of the producers who do not belong to the Co-Operative Association.

The Perfumers' Association has felt that the price demanded this year by the Co-Operative was too high so as to interfere with the sale of neroli and of orange products. By way of protest it abstained entirely from purchasing from the Co-Operative which at the end of the distilling season will have on hand a very large stock of neroli and of orange-blossom water. The large consumers of European neroli have declared that they would restrict their purchases to the very minimnm even if the price were considerably higher than that for 1926. On the basis of the price asked by the Co-Operative, the price of neroli would be at least 2,000 francs per kilo higher than the price last year and undoubtedly such an increase will not be accepted by the actual consumers of the article. The partial strike of purchasers might have in store serious disappointments for the Co-Operative, which would find itself embarrassed next year, if it had still on hand a large stock of neroli the slow sale of which would prevent the members of the Co-Operative from getting the value of their product.

There is no definite information as yet on the quotation for orange blossoms but it may be stated that the price of orange products will not be lower than that of last year and it is extremely likely that it will be higher. The crop has been a short one in certain territories and an average one in other territories.

Rose

As in the case of orange blossoms difficulties have arisen between the perfumers and the growers. In the case of roses there are co-operative associations of growers and independent growers. The bulk of the crop is held by the Co-operative. This year perfumers have been compelled to pay a higher price than last year but they have been unwilling to accept the price demanded by the Co-Operative because this price was 35 centimes per kilogram higher than the one set to independent growers. An agreement not having been reached the co-operatives manufacture the products and the perfumers handle only the flowers of independent producers. The prices of the products distilled from these roses will be higher this year than last. Of course we are always referring to the prices in French francs.

The crop will be about an average one and it comes in the nick of time because there were practically no stocks extant from the last crop.

Jasmin

No new developments are recorded as far as jasmin products are concerned. The work of cultivation is being carried on, the young plants are sprouting but not until July will definite information be available as to the crop. Prices of jasmin, unlike orange and rose products, are expected to be lower than those of last year, but for the time being it is impossible to forecast the extent of the decline should one take place.

Tuberose

The situation of tuberose products is similiar to the situation of jasmin products; the crop taking place at the same time. It is now too early to make forecasts regarding either crop or possible prices.

Lavender

A slight upward movement has taken place again in 40 per cent lavender due to large purchases made during recent weeks by Grasse firms and by a commission agent who does business for two firms, one of which is located in the United States and the other in Switzerland. It is claimed that a new organization producing lavender is concerned. These transactions have been carried through to the satisfaction of the sellers who have been able to obtain higher prices owing to the fact that the new firm in order to get the preference, was compelled to pay prices higher than those offered by old purchasers who at last were compelled to follow the example of the new competitor in order to get supplies.

At the present time only stocks of low content lavender are left because stocks of 40 per cent lavender and higher contents lavender have been sold out. It is impossible to make any forecast as to the next distillation season because if speculation gets hold of the product fluctuations might occur very quickly.

Mint

The slight revival that has taken place in the mints has stabilized quotations, which have declined again.

Geranium

The oil of Algerian geranium has shown a rise because the first crop has proved much below expectations. The temperature having been low, the return in oil is not a very satisfactory one. On the other hand the growers disappointed by the low prices obtained last winter, are pulling up the geraniums to plant grain and vines, which bring better return.

Shortly before the distillation season, rather large purchases have been made at the origin by a large commission agent of overseas. These purchases and the contracts that this purchaser has offered to make for available stocks after the distillation has brought about a rise in the price of 20 to 25 francs per kilo.

The oil of Grasse geranium is stable at the price of the last crop.

Thyme and Rosemary

The distillation of these plants is going to start soon. There are no stocks left from last season. The distillation of these two essences will undoubtedly be a large one, according to best information.

Bulgaria

OTTO OF ROSE.—The Union of Bulgarian Rose Growers are making a determined effort to stop the aduleration of rose oil, according to advices from Vice Consul S. E. Grau, at Sofia, made public by the Department of Commerce. The Union has submitted a plan to the Bulgarian government, whereby adulteration of rose oil would be prosecuted in a more vigorous manner, and the introduction into the Kingdom of the product generally known as "essence of geranium" strictly forbidden.

The real essence of geranium has a strong odor of citron, which prevents it from being mixed with oil of rose. To adulterate rose oil, essence of palma rosa, sold to the trade under the erroneous name of "geranium Indian essence" is used. Large quantities are exported annually from Bombay, most shipments going to Constantinople where the adulteration of essence of rose imported from Bulgaria has taken place. The Turkish government, however, has now taken severe measures to put a stop to this adulteration.

The Union of Bulgarian Rose Cultivators has further petitioned the government to put at its disposal sufficient credits to permit it to fight adulteration effectively and to spread among the peasant rose growers the necessary knowledge to improve their product.

It is also desired to organize model rose gardens in the villages where roses are cultivated, the direction being entrusted to instructors in these villages under the direction of agriculturists detailed for the purpose.

Chile

SOAP IMPORTS INTO PUNTA ARENAS PROHIBITED:—The Chilean Government, by decree, has officially prohibited the importation of soaps of the types classified under items 83 and 1210 of the customs schedule into the port of Punta Arenas, says Clarence C. Brooks, American Acting Commercial Attache, Santiago, Chile, in a report dated January 15, 1927, to the United States Department of Commerce.

Item 83 covers unspecified soaps and soft soaps, without perfume, on which a duty of 1.125 Chilean pesos per kilo is assessed, while item 1210 refers to perfumed soaps in any form, not otherwise specified, and on which a duty of 30 Chilean pesos per kilo is collected.

Until the promulgation of the decree prohibiting the importation of soap into Punta Arenas, soap in any form could be entered through that port free of duty. The government has not enumerated its reasons for refusing the further importation of soap into the country's semi-free port, but it is surmised that a great deal of soap that entered duty free through the port of Punta Arenas eventually found its way into other consuming centers of the republic, and

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The Markets

Essential Oils, Aromatic Chemicals, Etc.

There is an improved tone developing in the essential oil trade. General conditions are regarded as quite satisfactory, with most oils holding steady to firm. Stocks are fairly large in some instances but there is a general feeling that with warmer weather here the demand will gradually increase. Most dealers reported a satisfactory volume of business during the month. At any rate there is less competition noted and stocks do not appear to be excessive. While demand was still confined to jobbing quantities, consumers were inclined to show more interest in future requirements, and it is believed that conditions will gradually improve. Some dealers were complaining about the low level of prices quoted and about profits being rather small. In very few instances has there been any desire on the part of dealers to press material on the market.

A firmer undertone featured the market for French and French Colonial oils since our review of last month. While the stock of these oils in this market was sufficient to meet manufacturing requirements dealers were forced to name higher prices due to continued strength existing abroad. Trading in bois de rose was rather quiet here and abroad, but the tone remained firm. Vetivert and ylang ylang were holding steady. Vetivert was rather soft, however, reflecting the situation abroad.

Mint oils were attracting considerable interest during the period under review. Unfavorable weather conditions in the country tended to strengthen the ideas of both growers and sellers, resulting in higher prices. Demand was rather light, but at the same time holders were offering very sparingly. Information came to hand to the effect that the carryover of peppermint in Indiana and Michigan will approximate 100,000 pounds, to which 10,000 to 12,000 pounds which is held on the Pacific Coast may be added. An increase of about 20 to 30 per cent is estimated in the new crop acreage. Whether the recent upward reaction in values will be maintained is a matter of question, but up to the time of writing there was little disposition on the part of dealers to shade prices.

There was little improvement in the demand for citrus oils. Reports from Italy regarding lemon oil stated that the undertone of the market has improved somewhat, with sellers scarce and very firm in their ideas of prices. However, the demand from this country has been lacking. Prices on bergamont have been reduced reflecting lower replacement costs. Inquiry was more spirited at times but the demand was confined to jobbing requirements. The situation in orange remained steady, and the larger dealers reported a more active inquiry on the part of consumers.

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PRICES IN THE NEW YORK MARKET.

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIALS OILS

Almond Bitter, per lb...	$3.30@	$3.55
S. P. A.	3.60@	3.95
Sweet True	.96@	1.00
Apricot, kernel	.74@	
Amber, crude	.50@	.65
rectified	.65@	.90
Ambrette, oz.	55.00@	
Amyris balsamifera	2.30@	2.50
Angelica Root	22.00@	28.00
seed	37.00@	42.00
Anise, tech.	.67@	
Lead free, U. S. P.	.74@	.80
Aspic (spike) Spanish	1.25@	
French	1.50@	
Bay, Porto Rico	2.25@	
West Indies	2.25@	
Balsam Tolu	7.50@	
Balsam Peru	9.00@	
Basil	24.00@	36.00
Bergamot, 35-36 per cent	7.00@	9.00
Birch, sweet N. C.	1.90@	2.15
Penn. and Conn.	4.70@	4.75
Birchtar, crude	.14@	
Birchtar, rectified	.65@	.70
Bois de Rose, Femelle	2.75@	3.00
Cade, U. S. P.	.30@	.35
Cajeput, Native	1.05@	
Calamus	4.25@	4.50
Camphor, "white"	.18@	.20
sassafrassy	.22@	.24
Cananga, Java native	5.25@	
rectified	6.50@	
Caraway Seed, rectified	2.10@	
Cardamon, Ceylon	40.00@	42.00
Cascarilla	64.00@	70.00
Cassia, 80@85 per cent.	2.00@	
rectified, U. S. P.	2.35@	
Cedar Leaf	1.30@	1.35
Cedar Wood	.38@	.40
Cedrat	4.75@	
Celery	9.25@	
Chamomile, oz.	3.50@	5.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	12.00@	15.00
Cinnamon leaf	1.50@	
Citronella, Ceylon	.42@	.46
Java	.60@	.65
Cloves, Bourbon	2.25@	2.50
Zanzibar	1.75@	1.80
Cognac	22.00@	
Copaiba	1.20@	1.30
Coriander	6.60@	6.85
Croton	1.10@	1.35
Cubebs	4.65@	4.75
Cumin	8.45@	
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	5.50@	
Dillseed	4.50@	6.50
Elemi	1.65@	
Erigeron	5.40@	
Estragon	44.00@	
Eucalyptus.Aus "U.S.P."	.67@	.70
Fennel, Sweet	.96@	
Galbanum	26.00@	
Galangal	22.50@	
Geranium, Rose, Algerian	3.65@	
Bourbon	3.55@	
Spanish	16.00@	
Turkish (Palma rosa)	3.10@	
Ginger	6.25@	
Gingergrass	3.25@	
Guaiac (Wood)	3.00@	
Hemlock	1.20@	
Hops, oz.	16.00@	
Horsemint	4.25@	
Hyssop	24.00@	
Juniper Berries, rectified	3.00@	
Juniper Wood	.60@	.62
Laurel	5.00@	
Lavender, English	32.00@	
U. S. P. "IX"	4.00@	5.25
Garden	.55@	
Lemon, Italian	2.85@	3.00
Calif.	2.60@	
Lemongrass	1.20@	
rectified	1.60@	
Limes, distilled	8.00@	8.25
expressed	11.70@	
Linaloe	2.65@	
Lovage	16.00@	
Mace, distilled	2.10@	
Mandarin	10.00@	
Marjoram	6.25@	
Melissa	5.00@	
Mirbane	.15@	
Mustard, genuine	12.00@	14.00
artificial	2.30@	2.45
Myrrh	12.50@	
Myrtle	4.00@	
Neroli, Bigarade, pure	110.00@	175.00
Petale, extra	125.00@	200.00
Niaouli	2.50@	
Nutmeg	2.10@	
Olibanum	6.75@	
Orange bitter	3.15@	3.50
sweet, W. Indian	3.00@	
Italian	3.45@	3.55
Calif. exp.	3.00@	3.25
dist.	2.50@	
Origanum, imitation	.35@	
Orris Root, concrete, domestic (oz.)	3.25@	4.00
foreign (oz.)	4.00@	5.00
Orris Root, absolute (oz.)	55.00@	70.00
Orris liquid	18.00@	
Parsley	6.50@	
Patchouli	11.70@	15.00
Pennyroyal, American	2.55@	
French	1.95@	
Pepper, black	8.00@	
Peppermint, natural	4.50@	4.55
redistilled	4.65@	4.75
Petitgrain, So. Amer	1.85@	
French	15.00@	
Pimento	4.50@	
Pine cones	3.75@	
Pine needle, Siberia	1.15@	
Pinus Sylvestris	2.00@	
Pumilionis	2.75@	
Rhodium	10.00@	15.00
Rose, Bulgaria (oz.)	10.00@	15.00
Rosemary, French	.72@	
Spanish	.50@	
Rue	4.20@	
Sage	2.50@	3.00
Sage, Clary	24.00@	26.00
Sandalwood, East India	8.55@	
Santalum Cygnorum	5.00@	
Sassafras, natural	1.00@	1.25
artificial	.30@	1.10
Savin, French	2.25@	
Snake Root	13.50@	
Spearmint	4.65@	
Spruce	1.20@	
Styrax	12.00@	
Tansy	6.50@	
Thuja	1.50@	
Thyme, red	.85@	1.00
white	.95@	1.05
Valerian	11.00@	
Verbena	3.75@	7.00
Vetivert, Bourbon	13.00@	15.00
Java	18.00@	
East Indian	30.00@	
Wine, heavy	1.75@	
Wintergreen, Southern	4.50@	
Penn. and Conn.	8.00@	9.50
Wormseed	3.95@	4.10
Wormwood	8.25@	8.40
Ylang-Ylang, Manila	26.00@	32.00
Bourbon	12.00@	15.00

TERPENELESS OILS

Bay	6.25@	
Bergamot	17.50@	18.00
Clove	3.25@	
Geranium	8.50@	9.50
Lavender	14.50@	
Lemon	14.00@	20.00
Lime	85.00@	100.00
Orange, sweet	110.00@	
bitter	100.00@	
Petitgrain	6.00@	
Rosemary	1.75@	
Sage, Clary	45.00@	
Vetivert	35.00@	
Ylang-Ylang	22.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P. VIII.	3.50@	
U. S. P. IX.	3.50@	
Ginger, U. S. P. VIII.	4.60@	
alcoholic	3.00@	
Cubeb	4.00@	
Malefern	2.65@	
Oak Moss	15.00@	15.50
Olibanum	3.25@	
Orris	6.00@	15.00
Patchouli	18.00@	
Pepper, Black	4.50@	
Sandalwood	16.00@	
Vanilla	8.50@	15.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.60@	4.00
Acetyl Iso-eugenol	9.00@	
Aldehyde C 8	40.00@	
C 9	50.00@	
C 10	30.00@	
C 11	35.00@	
C 12	45.00@	
C 14	35.00@	
C 16	25.00@	40.00
Amyl Acetate	1.00@	
Amyl Butyrate	1.80@	
Amyl Cinnamate	2.35@	
Amyl Formate	1.75@	2.00
Amyl Phenyl Acet	5.00@	
Amyl Salicylate, dom.	1.45@	
foreign	1.65@	
Amyl Valerate	3.00@	3.50
Anethol	1.40@	
Anisic Aldehyde, dom.	3.40@	
foreign	3.75@	

Benzaldehyde, U. S. P...	1.30@	
F. F. C.	1.55@	1.90
Benzylidenacetone	3.25@	4.25
Benzophenone	5.50@	
Benzyl Acetate, dom.	1.15@	
foreign	1.35@	1.45
Benzyl Alcohol	1.40@	2.30
Benzyl Benzoate	1.35@	1.60
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	8.25@	9.00
Benzyl Formate	3.60@	
Benzyl Iso-eugenol	30.00@	
Benzyl Propionate	4.00@	5.00
Benzyl Succinate	5.50@	
Borneol	2.75@	3.50
Bornyl Acetate	4.50@	4.75
Bromstyrol	4.75@	
Carvene	.50@	
Carvol	5.75@	
Cinnamic Acid	3.25@	3.50
Cinnamic Alcohol	4.00@	4.25
Cinnamic Aldehyde	2.75@	
Citral C. P.	2.75@	3.00
Citronellal	3.25@	
Citronellol, dom.	4.75@	6.00
foreign	5.75@	7.00
Citronellyl Acetate	8.00@	9.00
Coumarin, dom.	3.75@	
foreign	3.75@	
Cuminic Aldehyde	62.00@	
Decyl Acetate	28.00@	
Decyl Alcohol	28.00@	
Diethylphthalate	.32@	
Dimethylphthalate	.65@	
Diphenylmethane	1.75@	2.45
Ethyl Acetate	.50@	.55
Ethyl Benzoate	1.80@	
Ethyl Butyrate	1.80@	
Ethyl Cinnamate	4.50@	
Ethyl Formate	1.25@	
Ethyl Propionate	2.75@	
Ethyl Salicylate	2.65@	
Eucalyptol	1.00@	
Eugenol	2.75@	3.00
foreign	2.90@	3.50
Geraniol, dom.	2.50@	3.00
foreign	3.00@	4.50
Geraniol Acetate	4.65@	
Geranyl Butyrate	12.50@	
Geranyl Formate	8.00@	12.00
Heliotropin, dom.	1.85@	2.00
foreign	2.10@	2.35
Hydroxycitronellal	8.50@	11.00
Indol, C. P. (oz.)	4.50@	6.00
Iso-borneol	2.75@	
Iso-bornyl Acetate	4.00@	
Iso-Benzoate	4.00@	
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol, dom.	3.90@	
foreign	4.50@	4.75
Iso-safrol	1.75@	
Linalool	5.00@	6.00
Linalyl Acetate 90%	6.75@	7.50
Linalyl Benzoate	13.00@	
Methyl Acetophenone	4.25@	
Methyl Anthranilate	2.75@	3.00
Methyl Benzoate	2.50@	
Methyl Cinnamate	4.50@	
Methyl Eugenol	8.00@	10.00
Methyl Heptenone	10.00@	11.00
Methyl Heptine Carbon	22.00@	36.00
Methyl Iso-eugenol	10.00@	14.00
Methyl Octine Carb.	25.00@	32.00
Methyl Paracresol	6.75@	7.50
Methyl Phenylacetate, Art, Honey Aroma	4.65@	6.00
Methyl Salicylate	.47@	.52
Musk Ambrette	7.25@	9.00
Ketone	8.00@	9.50
Xylene	2.60@	3.00
Nerolin	1.50@	1.75
Nonyl Acetate	48.00@	
Nonyl Alcohol	40.00@	52.00
Octyl Acetate	32.00@	
Octyl Alcohol	32.00@	
Paracresol Methyl Ether	7.00@	8.00
Paracresyl Acetate	5.75@	
Phenylacetaldehyde 50%	6.00@	8.00
imported	6.00@	8.00
100%	9.50@	10.50
Phenylacetic Acid	3.25@	4.00
Phenylethyl Acetate	10.00@	15.00
Phenylethyl Butyrate	16.00@	20.00
Phenylethyl Formate	18.00@	
Phenylethyl Propionate	16.50@	
Phenylethyl Valerate	20.00@	
Phenylethyl Alcohol, domestic	5.25@	6.00
imported	5.25@	6.00
Phenylpropyl Alcohol	16.00@	
Phenylpropyl Aldehyde	12.00@	
Rhodinol, dom.	9.50@	17.00
foreign	12.00@	17.00
Safrol	.31@	.34
Skatol, C. P. (oz.)	9.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P. dom.	.40@	
imported	.50@	.60
Terpinyl Acetate	1.15@	
Thymene	.35@	
Thymol	3.00@	
Vanillin	7.80@	8.15
Violet Ketone Alpha	7.50@	10.00
Beta	7.00@	8.00
Yara Yara	1.50@	1.75

SUNDRIES

Alcohol, Colgne spts., gal.	3.77½@	3.92½
Almond Meal	.40@	.50
Ambergris, black (oz.)		Nom
gray (oz.)	38.00	Nom
Balsam Copaiba, S. A.	.57½@	.62½
Para	.55@	.60
Balsam Peru	1.75@	
Tolu	1.00@	1.10
Baudruche skins, gr.	18.00@	25.00
Bearer Castor	4.50@	7.00
Cardamon Seed, green	1.35@	
decort	1.80@	
Castoreum	12.00@	15.00
Chalk, precipitated	.03½@	.06½
Cherry laurel water, gal.	1.25@	
Civet horns (oz.)	2.75@	3.25
Guarana	2.00@	
Gum Benzoin Siam	1.50@	1.75
Sumatra	.70@	.75
Gum Galbanum	1.35@	1.50
Gum Myrrh	.30@	.45
Kaolin	.03@	.03½
Labdanum	8.00@	
Lanolin hydrous	.18@	.20
anhydrous	.20@	.23
Menthol, Jap.	4.30@	5.25
synthetic	3.50@	3.75
Musk, Cabs, pods (oz.)	Nominal	
grains (oz.)	Nominal	
Tonquin, gr. (oz.)	36.00@	
pods (oz.)	25.00@	
Olibanum, tears	.14@	.30
siftings	.12½@	
Orange flowers	.40@	1.00
Orange flower water, gal.	1.50@	
Orris Root, Florentine	.11@	.13
powdered	.15@	.25
Orris Root, Verona	.10@	.12
powdered	.12@	.25
Patchouli leaves	.35@	.90
Peach Kernel meal	.35@	
Reseda flowers, powd.	1.50@	
Rhubarb Root, Shensi	Nominal	
High Dried	.57@	.60
Powdered	.65@	.68
Rice Starch	.12@	.15
Rose leaves, red	2.00@	
pale	.50@	
Rose water, gal.	1.25@	
Sandalwood chips	.45@	.50
Saponin	1.45@	
Styrax	.47½@	2.20
Talc, domestic (ton)	18.00@	30.00
French (ton)	40.00@	45.00
Italian (ton)	50.00@	65.00
Vetivert root	.30@	
Zinc Stearate	.26@	.30

BEANS

Tonka Beans, Para	.90@	.95
Tonka Beans, Angostura	1.90@	2.00
Vanilla Beans, Mexican.	3.75@	5.00
Mexican, cut	2.75@	3.00
Vanilla Beans, Bourbon, whole	2.75@	3.00
Bour, cut	2.50@	
Vanilla Beans, Tahiti, yellow label	2.75@	
white label	3.00@	

TINCTURES

Ambergris	18.00@	
Benzoin	1.75@	
Civet	2.50@	4.00
Musk, nat.	25.00@	
Orris root	2.00@	
Balsam Tolu	1.50@	
Vanilla	2.50@	3.00

SOLUBLE RESINS

Ambrette	18.00@
Castoreum	28.00@
Chypre	13.00@
Civet	80.00@
Cyste	6.00@
Benzoin	2.75@
Galbanum	6.00@
Labdanum	5.50@
Myrrh	7.00@
Oak Moss	16.00@
Olibanum	6.00@
Opopponax	12.00@
Orris root	12.00@
Patchouli	8.50@
Peru balsam	6.00@
Sandalwood	10.50@
Styrax	2.75@
Tolu balsam	3.50@
Vetivert	11.00@

CERTIFIED FOOD COLORS

Amaranth	4.75@	
Orange I	4.50@	
Tartrazine	4.75@	
Ponceau 3R	7.75@	
Indigo	16.00@	
Erythrosine	20.00@	
Guinea Green B	17.50@	
Brown	5.85@	
Grape	4.40@	
Red	3.25@	5.50
Green	4.00@	
Yellow	3.25@	3.50

OIL SOLUBLE COLORS

Alcannin	5.00@	
Black	5.50@	
Blue	5.00@	
Brown	5.50@	6.50
Green	4.00@	
Red	5.00@	8.00
Yellow	5.00@	

The Markets

(*Continued from Page 249*)

The supply of both cedar wood and cedar leaf continues to exceed the demand and although prices have held up fairly well the tone of both oils continues easy. Nutmeg and mace occupy a firm position. Reports in the primary market for wormseed were adverse to a normal production of oil this year, and the undertone of the spot market strengthened on these reports. There is a chance that the output might be delayed in certain areas, and it is feared that production in some districts may be smaller.

Synthetics and Aromatic Chemicals

There has been a fairly active inquiry through the list, and demand was in sufficient volume to prevent any unusual price developments. There has been a general disposition on the part of consumers to curtail their purchases to moderate quantities for immediate use but the aggregate movement of such lots has been satisfactory to most sellers.

The price trend has been more or less irregular. Carvol was firmly maintained, reflecting the continued steadiness of the raw material. Phenylthyl alcohol was showing more strength, but geraniol and geranyl derivatives continue easy with reports of price shading on both imported and domestic products. Methyl anthranilate is in a tight position, and according to reports consumption is steadily gaining. An apparent scarcity of this material has developed in spite of the fact that there has been no change in either import or domestic shipment quotations.

The demand for violet ketones has been very good. Good quality goods are offered very sparingly and the general tone of the market continues very firm. Although the trend of prices on a number of items has been slowly downward, this is largely attributed to the trend of all commodity prices toward slightly lower levels rather than to anything having to do with the particular items themselves.

Musks have not changed though the tone has been very irregular. Importers find competition rather keen, but domestic makers are adhering very closely to established prices.

Vanilla Beans

Prices have broken rather sharply since our last review, but the market has since steadied a little. The tone is far from strong, however, and there are no indications of higher prices unless something unforseen occurs. At the same time stocks here or in the primary markets are not as large as they have been, but the decline in prices is mainly attributed to a lack of demand from European buyers. Conditions at the primary markets are said to be only reasonably satisfactory from the standpoint of yields. The very good quality Mexican beans are not expected to be available until August. Present prices on Bourbons are regarded as cheap as compared to other grades. Deliveries against contracts have been fairly heavy, and according to leading sellers the demand during the past two weeks has been heavier than at any time since the first of the year.

Sundries

All grades of denatured alcohol continued firm, and an advance in prices for summer and fall delivery was announced by leading distillers. The upward trend in prices is attributed largely to the difficulty in which distillers are having in securing stocks of raw material. There has been little change in the menthol situation. Inquiry has been fair but demand has been confined to small quantities.

Foreign Correspondence

(*Continued from Page 249*)

to prevent this the government, without authority to place an impost on soap entered through Punta Arenas unless specifically authorized by an act of Congress, decreed the prohibition of imports at that point so as to divert all shipments of soap to Chile into duty ports.

Germany

POSSIBLE MERGER OF COSMETIC MAKERS. Mergers characterizing the German chemical industry as a whole may affect the cosmetic branch. Negotiations are reported in progress between two leading cosmetic concerns in contemplation of a merger: Lingnerwerke, Dresden, and Vereinigte Chemische Werke Aktiengesellschaft, Berlin-Charlottenburg, according to advices from Trade Commissioner William T. Daugherty, Berlin.

FRENCH PERFUME AND COSMETICS FACTORIES.—Certain French manufacturers of cosmetics and perfumes are said to have tried to overcome the German import tariff by starting factories in Germany. These efforts are claimed to have had but doubtful success, chiefly owing to the comparatively high wages and alcohol prices in Germany, according to Consul Hamilton C. Claiborne, Frankfort-on-the-Main.

Mexico

TAX DARKENS TRADE OUTLOOK.—The Mexican decree of January 19, 1927, establishing a sales or so-called "sanitary" tax of two centavos on domestic drugs and toilet preparations and five centavos on imported preparations has darkened the trade outlook, Consul Charles W. Lewis, at Mexico City, reports to the Department of Commerce. The law obligates the importer or jobber to purchase and affix the stamps before distributing the goods to the retail trade. The increase in the price of the product which has followed imposition of this tax seems out of proportion to the cost of the individual stamps, but dealers claim that this is necessary.

Salvador

PRODUCTION OF BALSAM OF PERU IN 1926.—Balsam of Peru is one of the less important products of Salvador and the trade is not capable of much expansion. It brings in a fairly steady revenue to the country, however, the total value of exports averaging about $200,000 annually. In 1926 the exportations of this gum amounted to 51,397 kilos, as compared with 47,001 kilos in 1925. As is customary, the United States took about 70 per cent of the exports, according to Consul W. J. McCafferty, San Salvador.

Sumatra

PATCHOULI LEAVES.—There was a substantial increase in 1926 in the exports from Sumatra to the United States of Patchouli leaves, 10,666 pounds valued at $769 being shipped to the United States from this district in 1926, compared with only 2,420 pounds valued at $149 in the preceding year. The first exports of Patchouli leaves ever to go forward to the United States were in 1924, so that this trade is of very recent development.

Cheap Pearl Ash Soaps from Toilet Soaps*

Makers of cold process soaps, and small toilet soap makers who purchase their toilet base from other makers, are frequently confronted with the difficulty of working up their scrap soap, etc. Undoubtedly, the best method of using up such process material is to convert the soap into "pearl ash soap." The procedure is carried out as follows:

The 80 per cent scrap is placed in a crutcher or small jacketed pan, and sufficient water added to reduce the percentage of fatty acids to 60. The mass is then heated and continually stirred to facilitate melting. During this process of melting a quantity of pearl ash solution, equal to 5 per cent of the weight of 60 per cent soap present is added. The pearl ash solution should be at a strength of complete saturation at 20° C. When the whole is completely melted, perfume and coloring matter is added as required, and after good mixing, the soap is transferred to a frame. Melting is apt to be a little tedious, but if this method is a permanent feature, and, therefore, a more or less continuous process, a small portion of soap may always be left in the pan to assist the quick melting of subsequent additions. The addition of pearl ash imparts a more or less translucent appearance to the soap which distinguishes it from the original quality. It is essential that the amount of pearl ash added should not exceed the proportion indicated above, otherwise subsequent frosting on ageing is certain to occur. The successful manufacture of this soap lies in the subsequent stoving. The soap should be stoved immediately after being cut, and the temperature of the stove should be as high as possible to ensure quick stoving. If this is not done, and the soap is permitted to lie about before stoving, it will be very liable to frost on ageing, even with the above percentage of ash. A good quick stoving produces a thick dry outer skin, which considerably minimizes this risk. These soaps, if carefully made, have quite a presentable appearance, and enable the manufacturer to offer a reasonably cheap toilet at considerable profit to himself. These soaps are usually sold in square cuts weighing 3-4 ozs. in weight, it being impossible to mould them in stamping machines owing to the method of stoving employed.

*_Perfumery and Essential Oil Record_, Vol. XVII, No. 11.

Saponification of Fats Under Pressure

A. GUISELIN. _Chimie et industrie_ Special No., 573-4 (Sept., 1926).—In the hydrolysis of fats by H_2O under pressure in the presence of ZnO the slight increase in yield of glycerol (2-3%) obtained by operating in 2 or 3 stages (withdrawing the glycerol-H_2O and adding fresh H_2O) is negligible as compared with the increased consumption of heat required for the concentration of the glycerol.—_Chemical Abstracts_, Vol. XXI, No. 4.

New Potash Selling Arrangement

A new arrangement for the handling of German and French potash sales in the American market has been worked out, according to an announcement made recently. Combined sales of French and German potash in the future are to be made through a company organized at Amsterdam, Holland, to be known as N. V. Kali Export Maatschapij. This new company has opened an office in New York at 20 West 45th street under the management of R. Kunze and R. Gide. The contract of the German syndicate with the Potash Importing Corporation has been terminated and the Societe Commerciale des Potasses d'Alsace has closed its New York office, existing contracts being turned over to the new company.

Prices and terms for new contracts on potash have recently been issued by the new company. No statement aside from the announcement that sales had been turned over to the new company was issued by the French group. The Potash Importing Corporation states that it consented gladly to the termination of its contract with the German syndicate inasmuch as it did not believe joint sales of French and German potash could be handled satisfactorily and without trouble.

All sales of potash excepting the quantities offered by American producers are now being made through the office of the N. V. Kali Export Maatschapij.

Germicidal Values of Essential Oils

In a paper by A. R. Penfold and R. Grant, recently read before the Royal Society of New South Wales, results obtained in the determination of the Rideal-Walker coefficients of essential oil constituents, isolates and synthetics are considered. The paper treats mainly of a series of aliphatic aldehydes and alcohols, C_5-C_{12} series, which have become important in perfumery recently. The high coefficients obtained with the C_8-C_9 aldehydes and alcohols are worthy of note. It will be seen that the dispersion of the various substances examined varies according to the medium employed. Further, in dealing with substances dispersed in ethyl alcohol, the germicidal effect of the dispersion medium itself must be taken into account with substances yielding a low coefficient. A glance at the tables will show that the alcohols appear to be more evenly dispersed than the aldehydes, irrespective of the nature of the dispersive medium. The Rideal-Walker tests were carried out as described previously, standard suspension of 1 per cent of the oils and various bodies examined being prepared in 7½ per cent rosin-soap solution. The great majority of the synthetics examined were also prepared in ethyl alcohol solution, in order to determine any variation in the degree of relative dispersion.—_Oil & Color Trades Journal._

Rancidity of Soaps and Oils and Spontaneous Heating of Soaps*

by Archibald Rainer

There are in the oil and fat industry few generally occurring phenomena concerning which less understanding has been gained than the reactions which are connected with rancidity, both as regards the oils themselves, and as well as soaps.

Rancidity of Oils

Since the essential conditions are common to soaps and oils, it is above all necessary in the first place to discuss briefly the question of the rancidity of oils. This question has been long neglected, though in recent years considerable attention has been devoted to it. The factors which influence the development of rancidity in oils are contact with air, light and moisture. While it is clear to everybody what is meant by rancidity in the physical sense, it is much less easy to define wherein it consists in respect to chemical reaction. Formerly it was assumed that the acidity of an oil and its rancidity are identical. This, however, is certainly not the case since an oil may very easily show a considerable quantity of free fatty acids without the slightest taste of rancidity. On the other hand an oil which is rancid certainly conains free fatty acids. In this case there are always present in addition to the free fatty acids slight traces of aldehydes and ketones, and there is no doubt that the rancid odor is to be explained by these. The mechanism by which these bodies originate from unsaturated fatty acids in a fat, has been recently explained by Tschirch and Barben[1] as follows:

I. When exposed to light and air the molecule of the unsaturated fatty acid adds O_2 to every double bond of the unsaturated fatty acid, and so forms a peroxide.

II. Water, by forming an oxide slowly removes oxygen, and at the same time forms hydrogen peroxide and ozone.

III. Ozone adds oxygen to the oxide, by which an unstable ozonide is formed.

IV. Water splits the ozonide into simpler molecules of aldehydes and of acids of lower molecular weight.

These changes may easily be understood by the following equations:

$$R{-}(H_2{-}CH{=}CH{-}(CH_2)_n{-}COOH$$

Unsaturated fatty acid

I. Add oxygen:

$$R{-}CH_2{-}\underset{\displaystyle O}{\underset{|}{CH}}{-}\underset{\displaystyle O}{\underset{|}{CH}}{-}(CH_2)_n{-}COOH$$

Peroxide.

II. Add water:

$$R{-}CH_2{-}\underset{\displaystyle O}{\underset{\backslash\,/}{CH}}{-}CH{-}(CH_2)_nCOOH + H_2O_2 + O_2$$

Hydrogen Peroxide Ozone.
Oxide

III. Add ozone:

$$R{-}CH_2{-}\underset{\displaystyle O}{\underset{|}{CH}}{-}\underset{\displaystyle O}{\underset{|}{CH}}{-}(CH_2)_n{-}COOH$$

$$\underset{\displaystyle O}{\underset{\backslash\,/}{}}$$

Ozonide.

The remainder of this interesting reaction is carried out as follows:

IV. Add water:

$$R{-}CH_2{-}\underset{\displaystyle O}{\underset{||}{CH}} + HOOC{-}CH_2{-}(CH_2)_n{-}COOH$$

Aldehyde. lower dibasic acid (e.g., sebacic acid).

This, together with the bleaching action of the hydrogen peroxide, explains all the phenomena of rancidity.

As may be concluded from the above considerations, oils and fats which contain strongly unsaturated fatty acids are especially liable to rancidity. Now since a chemical method was used to demonstrate the rancidity, it is therefore not surprising that the method originally recommended by Kreis relied principally upon the use of a reagent which is sensitive to small quantities of aldehyde. The demonstration by Kreis is worked out as follows in the modification by Kerr[2]:

To 10 cc. of the oil to be tested add 10 cc. of hydrochloric acid of specific gravity 1.19 in a large reagent glass. This is then closed and violently shaken for about 30 seconds. Then 10 cc. of a 0.1% solution of phloroglucin in ether are added, the oil is again shaken and is allowed to stand. A red coloration of the layer of ether shows rancidity.

This test must be made with caution, for it must be kept in mind that it represents a special demonstration for aldehydes and ketones, and that the reaction of these bodies, if they are present from the beginning in an oil, e.g., in cottonseed oil, is likewise given. For the same reason it cannot be used for a soap to which perfume is added. It may therefore be said that while a negative result of the test shows the absence of rancidity, the establishment of the opposite condition does not always result. Since fully developed rancidity is very easily discovered by the sense of smell the great value of the Kreis reaction consists in the fact that with its aid even the initial rancidity can be discovered. It is clear that the use of the method for base soaps, concerning which there is a doubt, needs to take into consideration the nature of the raw material used or other circumstances.

Recently Powick[3] has claimed Acrolein as an unavoidable accompaniment of rancidity, and has given a special reaction which depends upon the behavior of traces of this substance toward phloroglucin. Since the reaction of certain aldehydes, like vanillin and the like, and of cottonseed oil which is not rancid, is not given, it apparently deserves the preference before the Kreis test. However, it will be shown later that rancidity appears in soaps in which glycerine is not possibly present, therefore it is difficult to assume that acrolin comes into question here, and until further progress is made in this sphere, we shall probably fare better if we hold to the Kreis reaction and make use of it discreetly.

* From *Seifens.-Ztg.*, Vol. 54, No. 6 (1927).

[1] *Apoth.-Ztg.*, 1924 [62], 281-285, 293-295.

[2] *J. Ind. Eng. Chem.* 1925 [15], 383.

[3] *J. Ind. Eng. Chem.* 1923 [15], 66.

Therapeutic Value of Soaps*

by Theodore Canzler

Concerning the necessity and the advantages of a good soap for cleansing the skin, there is no longer any doubt, according to present-day experiences, both in regard to the chemical and medicinal aspect. This judgment rests in no small degree upon the results of physiological investigations during the last decade, although the findings obtained do not make possible an unobjectionable judgment and comparison. I must emphasize at the beginning that for the purpose of forming this judgment only a well-prepared, perfectly neutral soap base can be considered.

When the present day consumption of medicinal soaps is compared with that of 15 to 20 years ago, one reaches the conclusion that the use of soap for healing purposes has lessened considerably. This may have its reason in part in the progress of chemical and pharmaceutical technique, in part also in a diminished confidence of physicians in the healing action of soaps. This second reason is definitely without justification, as is proven by recent writings on this subject. If in recent years the therapy of soaps has brought certain disillusionments in medical circles, and has thereby diminished the confidence in these remedies, it is probably to a less degree the soap than a false application of the same that is responsible.

To this is added the fact that this field of medicated soaps has been used by many soap makers as a good source of income, and that in this connection the unconditionally necessary care and conscientiousness were probably left unconsidered in individual cases. At any rate, the result was that a part of the physicians found themselves disillusioned, and that only the principal specialists directed their further and necessary interest to the therapy of soaps.

The difficulties for producer and physician lie in the first instance in not knowing exactly the limits of the efficacy of soaps and in not giving credit to the chemistry of the soap in every respect. If chemistry plays a role with the producer, especially in the preparation of healing soaps which keep a correct medication on the basis of the capacity for chemical reaction is especially important. This is especially true for the physician, because in the alternate case undesired or intensive actions arise, such as a lanoline salve or a vaseline salve, such as a neutral base does not show.

If now this capacity of the soap base for reaction is considered, it is very quickly recognized that the limits of a therapeutic application of soap must be held within comparatively narrow limits. Before I enter upon this proposition in detail, I shall quite briefly undertake some general considerations concerning soap and the action of soap.

Chemically soap is an alkaline salt of a fatty acid, and, in consequence, undergoes hydrolysis, as a salt, in an aqueous solution, the degree of which is in proportion to the dilution. This hydrolysis leads to a breaking up of the molecule into free alkali and free fatty acid, the latter, however, combines in part with a still unsplit soap molecule into acid soap, which is insoluble in cold water. Addition of alcohol in all cases represses the ionization, naturally at the sacrifice of the lathering capacity, which, according to Stiepel, depends upon the presence of water-dissolved soap, side by side with free fatty acid, that is acid soap. Concerning the fundamental conditions required for the cleansing capacity of soap, we are up to the present not yet fully agreed. The theory that the liberated alkali plays the principal action in this process has been disposed of long ago, and must give place to the emulsion theory. However, even this does not suffice for a full explanation of the phenomena, for the exclusion of any kind of reactions is probably hardly demonstrated. Rather, we shall need to assume a combination of effects of chemical and physical actions. It was Spring who, in the years of 1909 and 1910, made very interesting investigations, reaching the following explanation for the cleansing action of soap: "The cleansing action of soap solutions has for its cause the formation of an adsorption combination with the substance to be washed away, a combination which that capacity of adhesion has largely lost, which their component parts possessed before their combination." Whether this explanation agrees with the actual processes must be cleared up by further investigations. In our experience the cleansing capacity of soap is, at any rate, practically established, and it is upon this that its cosmetic value rests in the first instance, but in addition to this purely mechanical action we are interested in other effects, among which is to be mentioned especially the disinfecting action of soap. This is proved without dispute. Concerning the degree of this effect, however, the viewpoints are still at issue. The results of the different experiments which have become known through the scientific publications may, in the first instance, be explained by the fact that the kind and composition of the soaps used in the experiments has varied. At any rate, this peculiar action of soap must not be undervalued, and plays an extraordinarily important part when viewed from the standpoint of public economy and public health.

However, in addition to this special action of soap, the properties depending upon the peculiar chemical character of the soap base have a special significance for their therapeutic use.

In this connection, the keratin dissolving action of soap is to be especially mentioned. Beside this, the oil removing action of soap plays an important, even though sometimes undesired, part. This latter property is apt, under normal conditions, to result in many cases, when much soap is used, in leading to an excessive removal of sebaceous matter from the part of the body treated with soap. For many years, according to the suggestion of Unna, this has been remedied by adding to the soap excess of an oil which furnishes to the skin fatty substance in suitable form, in case too much has been dissolved out. The use of this excess of fat has resulted in the best possible experiences, and the plan has been followed in all cases in the preparation of choice soaps. The form of application of the soap varies according to the desired results between the customary washing process, which may be modified at pleasure in duration and strength, including the salve-like application of semi-liquid soaps, conforming to the wishes and needs of the physician. That in such conditions the discontinuance of use of the soap may in many cases be indicated has unfortunately been too little heeded in former years. I

* *Deut. Parf.-Ztg.* No. 13 (1927).

will only cite the following examples: cases of inflammation, changes of skin, which are connected with the peeling off of the protective horny layer or with the brittleness and breaking of the skin in consequence of a lack of oily matter. Soap therapy indicates the discontinuance of the use of soap in all cases in which the removal of fat from the skin, or a weakening or peeling off of the horny layers of the skin is desired, or finally parasitical action; i.e., action to destroy parasites of the skin.

Among the ailments in which soap as a remedy for removing fat from the skin produces a good effect, all those come into consideration which are connected with excess of secretion of sebaceous matter. As most important, Seborrhoea is here to be mentioned. Here the washing with soaps results in very good healing effects, especially because at the same time the epidermis-dissolving action of the soap aids the healing process. In the last ten years, in recognition of this fact, liquid soaps for regular hair washes, to which have been added certain medicinal substances—above all, tar—in any form have been adopted. Warm washes show especially good results. The fat-producing activity of the sweat glands becomes, in many persons, excessive, and leads to the well-known and disagreeable manifestations of hyper-dydrosis. Here also soap washes are always used with good effect.

The principal field of application for soap, however, is that for hyperkeratoses, which we find in many cases frequently unrecognized by the patient. By the aid of an intelligent soap therapy it is exactly in case of these manifestations of disease that excellent results may be obtained, especially when the medicinal ingredients in consequence of the penetration of the soap can reach the deeper portions of the skin. From the light abrasion of the outer cells to complete peeling, by use of the medicinal ingredients, soap therapy furnishes to the physician all possibilities.

In this connection, I remind of the itch-relieving action of soap, which becomes especially grateful in exactly this class of skin diseases. Furthermore, the scaling dermatoses, Acne vulgaris and Acne rosacea, constituting an entire series of chronic eczemas, which are connected with excessive keratin formations, also hyper pigmentations, furnish abundant opportunity for the exploitation of the soap effect. This soap effect may be employed with best results even in the case of psoriasis, which shows loss of the horny layer without leaving wounds, and, in case of diseases which involve Lichenification, with the necessary experience which must be presupposed in a skin specialist. The keratin dissolving action of the soaps in these pathological cases, in which corns and calluses must also be included, tends also at the same time to an increased cell production in the deeper layers of the skin. This effect is shown especially and in the most striking way in the case of freckles, by the fact that after the soap treatment an outer layer is obtained which is rather free from pigment, while the pigment formation in the cells of the deeper skin (rete) results more slowly.

In a measure the important feature in the discussion of the property of soap is furnished by its inflammation-resisting action. This fact is especially utilized in soap plaster treatment, in case of furunculose conditions. The successful treatments with soaps in case of dermatomycoses are, of course, to be attributed principally to the disinfecting quality of soap. However, in this case the horn-dissolving property pointed out above and which is connected with the action on the deeper tissues co-operate in a favorable way. (I.e., the action on the deeper tissues just mentioned and the horn-loosening property combined co-operate favorably.) In case of superficial disease hosts this is not so important as in the cases in which the healing action can result only when it extends into the hair follicles. The diseases considered here are pityriasis versicolor, herpes tonsurans, eczema marginatum. Of course, this does not mean at all that a cure can be effected with the aid of soap treatment alone. The important point is that in all cases a combination treatment with soap will show increased healing effect. As to the difference between a soap treatment and a salve treatment with a simultaneous use of medication the result is unequivocal, especially in the case of itch (Scabies). Since the itch mite digs for itself a rather shallow tunnel, but does not attack the deeper layers of the skin, the horn-dissolving property of soap is especially adapted to bring the medical ingredients more rapidly to place acted upon by this disease.

Soap as a Medicine Carrier

While so far we have spoken only of the action of pure soap, its property as a medicine carrier is not less important. Right at this point it is necessary to keep in mind the capacity for chemical reaction of the soap body, in order not to foist upon the trade any poor soaps. There is no doubt but that many, many mistakes have been made in this direction, and that it is these mistakes that have become the cause for the lack of confidence of physicians in medicinal soaps. There results in many cases a chemical change which either neutralizes the medicine added, or at last weakens its action to an extraordinary extent. I call to mind the change from salicylic acid in soap to sodium salicylate, or in case of phenol soap the formation of sodium phenolate, which has a strongly caustic property. It is impossible to go into detail of the individual healing soaps found in the trade. It certainly is a fact that we prepare extraordinarily good soaps which in their degree of effectiveness can confidently enter into competition with corresponding soaps abroad, and which in many cases are superior to them. It is self-evident that the preparation of healing soaps is and remains a trade secret which at the same time presupposes an appreciable measure of experience, if it is desired to furnish products which shall satisfy in all respects the requirements made of them.

Quite briefly I wish to touch upon one field of application of soap, because here also the disinfecting properties play an important part by the side of the mechanical usefulness of the soap body; that is the use of soap in tooth paste. In recent years the advice has been in a measure against the use of soap in tooth-cleaning media, and the reason given has been that the alkaline actions of the soap were harmful to the mucous membrane of the mouth. Careful investigations in this field have proved unequivocally that no irritation whatever of the mucous membrane in the mouth occurs even after continued use. But the use of acid tooth paste has a long series of bad effects which I shall not treat here in detail. But whatever importance is assigned to an addition of soap in tooth paste on the ground of most recent investigations, is well treated in the publications of American dentists.

If we consider the importance of the hygiene of the mouth and all the other phenomena of disease, in the healing of which soap finds or may find its application, we must admit that soap, whether with or without addition of medicines, plays an important part and will probably play it in increased measure.

Rancidity of Soaps*

The conception of rancidity, when applied to soaps, has a somewhat wider significance than in case of oils. Thus in case of soaps the occasional reappearance of the characteristic odor of the oil from which the soap has been prepared comes into question, e.g., the tendency of the redevelopment of the characteristic "cocoanut" odor of palmkernel oil in the soap, which forbids the substitution of the cocoanut oil by palmkernel oil in base soaps. This phenomenon is doubtless quite different from the aldehyde-like rancidity, which unexpectedly appears in materials which apparently are of excellent quality and are above all suspicion. This is a by far more serious problem and occurs principally with toilet soaps and shaving soaps. It is in the first place characterized by the rapid weakening and final disappearance of the perfume, thereupon follows the development of the characteristic aldehyde odor. At the same time a number of brown blotches very often appear in the soap.

Causes of Rancidity

For years it was generally assumed that rancidity always depended upon the presence of unsaponified fat in the soap. While the presence of unsaponified fat certainly imparts to the soap the tendency to rancidity, as the experiences of the writer also demonstrate, nevertheless cases of rancidity have occurred in which, by reason of the nature of the method used in preparing the soap, the presence of unsaponified fat was absolutely out of question. The mechanism by which unsaponified fat produces rancidity in soaps has recently been clearly shown by Bergell and Stiepel[4]).

These investigators have shown that in boiling a mixture of fat, soap and water free fatty acid is separated from the fat by the action of the water under these circumstances as splitting agent, and in a similar way in case of a soap which contains unsaponified fat the water and alkali continue to hydrolyze the fat, and permit the development of rancidity in the usual way. The danger of unsaponified fat in soap has long been duly appreciated, and every precaution must be taken to make sure of complete saponification. For this purpose it seemed advisable to several large firms to store their base soap for several weeks, and only after to dry, mill and finish it.

The author has the advantage of abundant experiences in his practice, where rancidity developed from other causes than from unsaponified fats. Especially to be mentioned are cases in which toilet base soaps were prepared exclusively from especially selected distilled fatty acids, and in which therefore there was no possibility that unsaponified fat was present. In general rancidity would develop only in one case in one hundred and would then probably cause the usual disturbances.

In this connection it may be mentioned by reason of the general interest that more troubles occurred in case of vegetable fats than when the base soap was prepared from fatty acids of animal origin, although, of course, only especially selected odorless distillates of highest quality were used in all cases, and the odor which developed had in no way anything in common with the generally known "distillate" odor. It is probable that the rancidity of soaps, similarly to that of oils, is the result of the presence of free fatty acids which are oxidized in a manner against which the soaps themselves and neutral oils are immune. It was to be expected that fatty acids which are more strongly unsaturated than oleic acid are especially dangerous and this was the actual experience. Some soap manufacturers are so cautious as to test their oils for highly unsaturated fatty acids by establishing bromides insoluble in ether, before they permit them to be used for toilet base soaps.

According to our knowledge of the composition of the liquid acids of fats it is however not always possible to establish their relative tendency to rancidity. Thus, for instance, the composition of the liquid acids of beef and mutton tallow is very similar, and yet it is the general experience that the latter has a much greater tendency, under identical conditions to produce a soap which is liable to become rancid.

Instances of Rancidity

Bergell[5] has reported concerning the great difficulties which were caused by toilet soaps that became rancid and blotchy with brown spots. The cause was a small quantity of certain refuse tallows which had been clarified and sold as high quality tallows. It was shown that the discovery of such materials is possible by boiling a sample in the laboratory and testing the spent lye. Normal tallows yield spent lyes with very small quantities of normal fatty acids with an acid number 200 — 210, while the dangerous tallows yield 0.25 to 1% of fatty acids, which are for the most part oxyacids insoluble in petroleum ether with an acid number 300 and over and iodine number 20 to 30.

Since shaving soaps are frequently prepared in large quantity from stearin which should have been freed almost entirely from all liquid fatty acids, it might be expected that a shaving soap is especially secure, which however, is not the case. This is probably to be explained by the fact that there is present in the stearin solid iso-oleic acid. For the author has found that this acid is especially prone to rancidity, in much greater measure than the liquid oleic acid isomeric with it. Furthermore shaving soaps are in general especially neutral, and this is a condition as will be shown later, which favors rancidity. Generally speaking all stearins, excepting those which are very strongly pressed out have a pronounced tendency to become rancid on contact with air, which, according to the view of the author, is to be explained by the instability of the uniformly present iso-oleic acid.

Methods of Prevention

If one assumes as correct the hypothesis that rancidity is caused in a soap by the oxidation of free fatty acids the safety measures to be adopted against it are clear. In the first instance the completeness of the saponification must be very carefully secured, and at the same time great care must be used that the neutralization is not carried through too far, in order that a slight excess of alkali may be left in the soap, in case that some fatty acid should remain free for any reason. Generally speaking it is not to be recommended to reduce the amount of free alkali in a soap below 0.1% since this small amount is harmless in producing a taint, and since a further reduction, as is shown by practical experience, certainly favors rancidity. Furthermore, a careful choice should be made from among the fats to be used, and every kind in which strongly unsaturated fatty acids are present should be rigorously excluded.

Another protective measure, which has long been known, consists in adding to the soap 2—3% of resin. The efficacy of this practice was recently demonstrated by Bergell[6], who found that, after adding 1% of resin soap, soaps which contained 2—5% of unsaponified tallow after 65 days of observa-

*From *Seifens.-Ztg.* Vol. 54, No. 6, Feb., 1927.
[4]*Seifens.-Ztg.* 1924, No. 49.
[5]*Z. Deut. Oel-u-Fett Ind.* 1925 [45], 653; *Seif.-Ztg.* 1925, No. 46.
[6]*Z. Deut. Oel-u-Fett Ind.* 1925 [45], 233-234; *Seif.-Ztg.* 1926, No. 4.

tion were free from signs of rancidity. Furthermore, it was found that 2% of resin soap prevented rancidity, and delayed the formation of brown spots in a soap which contained 25% of linseed oil or cottonseed oil-soap. Apparently the resin acts as a protective colloid for the liberated fatty acids and hinders their oxidation.

It is probable that the lessened tendency to rancidity, which was observed in consequence of the addition to the soaps of resin perfumes, as, for instance, of benzoin resin tincture is to be explained by a similar action. In any case it is safest, whenever possible, to expose to the air a portion of every batch of soap for a time in the form of strips, and then to test it for incipient rancidity by means of the Kreis reaction. This is safer than to let a batch of soap pass into the trade, which later may become rancid. Such an experience is a misfortune, as every soap maker knows who was compelled to put out of existence after six months or a year that with which heavy financial losses are connected, apart from the loss in reputation.

Distillation of Fatty Oils in Vacuum

D. HOLDE and A. GORGAS (*Chem. Umschau*, 1926, 33, 197—198).—The residue from the distillation of linseed oil *in vacuo*, when mixed with Para rubber and vulcanized, does not make so good a rubber substitute as the ordinary factis. The residue from the distillation at 20 cm. pressure is a dark, viscous liquid. The semi-solid distillate (14—19 per cent of the linseed oil) consists chiefly of saturated acids from which stearic acid can be separated, together with 13 per cent of unsaponifiable oils, mainly unsaturated hydrocarbons with small quantities of aldehydes, ketones, and alcohols. Distillation of cod-liver oil similarly gives 31—38 per cent of distillate, consisting of unsaponifiable oils and saturated acids, chiefly palmitic acid, together with 54—62 per cent of an elastic residue.—*British Chemical Abstracts.*

Hydrogenation of Oleic Acid with Activated Hydrogen

H. I. Waterman and S. H. Bertram (*Chem. Umschau*, 1927, 34, 32—35; cf. Eichwald, A., 1922, i, 982).—The so-called hydrogenation of oleic acid by means of activated hydrogen (Bonhoeffer, A., 1925, ii, 52) has been critically examined. In a series of experiments the iodine value of oleic acid so treated never fell below 78, the refractive index rose consistently, and no appreciable alteration in elementary composition could be detected. The view that no hydrogenation takes place, but that the reaction is essentially a polymerization, in the sense of two molecules of oelic acid gives rise to one molecule of a saturated dibasic acid, is supported by melting point and molecular weight evidence—*British Chemical Abstracts.*

German Potash Sales Decline

The German Potash Syndicate complains of a diminution of sales abroad so far in 1927 although domestic sales have increased, compared with 1926. The principal reason given for a falling-off of sales is the decreased demands of American fertilizer manufacturers. In January and February, 1927, the Syndicate sold abroad 73,000 tons raw kainite compared with 80,805 tons in the corresponding period of 1926. Exports of potassium chloride were 32,267 tons compared with 40,231 tons; potassium sulphate 22,766 tons, against 23,314 tons; manure salts, 141,454 tons against 144,566 tons; potassium magnesium sulphate 21,636 tons, against 15,859 tons.

Patents and Trade Marks

(*Continued from Page 247*)

ing having opposed ports and a semi-cylindric rotor for controlling communication through the casing, said rotor having its major body portion free relative to the ends to afford inherent capacity for circumferential flexure to engage the wall of the casing with fluid tightness.

1,631,136. Vanity Case. Nathan Kasdan, Bronx, N. Y. Filed Sept. 25, 1925. Serial No. 58,571. 4 Claims. (Cl. 132—83.)

1. A vanity box, comprising two telescopic sections, a front section and a rear section, the rear section consisting of a disk portion and a cylindrical portion, the front section consisting of a ring portion ad a cylindrical portion, a mirror for closing the opening in the ring portion, and means holding the mirror in position against the ring portion, each cylindrical portion being provided with holes adapted to register when the two sections are turned relatively to each other, and cooperating means on the cylindrical portions for detachably holding the sections of the box together.

1,631,283. Lip Stick. Emerson Ernest Morgan, Yonkers, and Wallace Herbert Day, New Rochelle, N. Y. Filed Apr. 14, 1926. Serial No. 101,858. 9 Claims. (Cl. 132—82.)

1. A device of the class described comprising a container for the reception of a mobile substance, an applicator detachably associated with the container and serving as a cover therefor and means for producing an intimate contact between the substance and the applicator.

1,631.384. Lotion. Francis A. Richmond, Elmira, N. Y., assignor to The Frostilla Company, Elmira, N. Y., a Corporation of Delaware Filed July 17, 1926. Serial No. 123,252. 6 Claims. (Cl. 167—9.)

1. A lotion for personal use including a base comprising substantially pure citrous pectin.

6. A lotion for personal use including a creamy emolient base which includes substantially pure citrous pectin containing not more than 3 per cent of solid impurities.

1,631,525. Cap for Paste Tubes. Delbert L. Gallett, Aberdeen, S. Dak. Filed June 3, 1926. Serial No. 113,536. 3 Claims (Cl. 221—60.)

1. A cap for paste tubes comprising inner and outer sections assembled for rotative adjustment one with respect to the other and one being a fixed section, the sections having openings to be placed in and out of communication in the adjustment of the movable section, and an element passing through the sections and maintaining the sections adjustably assembled with each other and for connecting the assemblage to the neck of a paste tube.

1,631,588. Vanity Case. Leslie J. Greenwald, Chicago, Ill. Filed Dec. 13, 1926. Serial No. 154,331. 2 Claims. (Cl. 132—83.)

1. A vanity case in which is provided a loose material compartment having one side formed by a sifter plate wherein are parallel slits with intervening bars extending angularly in parallelism in a single direction.

1,631,784. Dispensing Bottle Stopper. Edwin H. Barker, Moylan, Pa., assignor to A. H. Wirz, Inc., Chester, Pa., a Corporation of Pennsylvania. Filed July 9, 1921. Serial No. 483,429. 1 Claim. (Cl. 215—48.)

A cork having an interior pouring opening and a slit about the opening, in combination with a flanged top member having a depending shank adapted to enter the slit and having an interior thread-like projection extending laterally from the shank to increase the grip of the shank upon the cork and the resistance to expansion of the cork about its interior opening and a plug fitting the interior opening.

Chemistry in the Soap Industry

C. BERGELL. *Z. deut. Oel-Fett-Ind.* 46, 561-2, 578-9, 594-6, 645-6, 657-9, 674-5 (1926).—(I) B. shows experimental results by splitting varying amounts of fat in the presence of a 50 per cent soap solution at 100° and finds that 10 parts of fat plus 90 parts of 50 per cent soap solution split the most rapidly. On this basis of uniformity during saponification 10 parts of various fats, made neutral by removing free acids by boiling alcohol, were heated under a reflux for several days with 90 parts of soap solution containing 50 per cent fatty acids from lard in one case and from coconut oil in another; samples were drawn at intervals and the free acid was determined. Slight disturbances are shown in the curve of the plotted results, probably due to the increasing amount of free acid, forming "acid soaps," but as a whole the results show plainly the relationship of the iodine number to the speed of saponification, *viz.*, under equal conditions the speed of saponification of different fats is inversely proportional to their content of unsaturated glycerides. This is in harmony with Langmuir's experiments on the surface area of various glycerides, *i. e.*, tristearin and tripalmitin cover about 66 $^{10-16}$ sq. cm., triolein 126. $^{10-16}$ and trielaidin 120. $^{10\ 16}$ sq. cm., showing that the unsaturated glycerides cover twice the area as the saturated glycerides. These results refer to conditions of uniform dispersion during the course of reaction, which vary, however, in actual soap boiling, due to the change in concentration of the reacting materials, producing thereby the characteristic S-shaped curves on plotting results, actually obtained by M. H. Norris and J. W. McBain, and also due to the varying sensitiveness of fats toward electrolytes. A few practical applications of these results are mentioned: the purification of tallow, etc., before saponification, and its saponification before the coconut oil is added, is based on correct principles. Many experiments were made with alcohol soap solution which show that saponification is not due to true solution of fat in H_2O, but is due to emulsification in H_2O; also that the curve for the speed of saponification reaches a minimum at 50 per cent alcohol, rising at a lower as well as at a higher strength. These experiments were made by saponificating 50 parts of neutral fat plus 50 parts of fatty acids with 0.5 *N* KOH in various strengths of alcohol, the free acids being added to have an emulsifier formed at the very beginning. Solubility tests of tallow in different strengths of alcohol show a decrease with decreasing alcohol content, and this decrease runs parallel with the decreasing speed of saponification in the first part of the curve, while the increase in the second half is explained by the saponification occurring at this stage in a heterogeneous solution (emulsion) instead of in a homogeneous solution. The analytical custom of destroying emulsions by alcohol addition is based on the solubility of soap in alcohol, thereby changing the enormous surface action of a heterogeneous system into that of a homogeneous system. (II) Salting out and the reactions between fatty acids and soaps. Experiments show that with increasing salt content of the lye the NaCl content of the soap decreases to a minimum at 0.3 per cent NaCl, while further increase of NaCl in the lye increases the NaCl content of the soap, showing that per cent NaCl in the soap depends upon the size of the grain, *i. e.*, upon the conditions during separation of the liquid phase from the solid phase. Free fatty acids and their decomposition products often unite with the added perfume to form odorless compounds. The presence of free rosin acids is shown by experiments to liberate sufficient fatty acids to establish an equilibrium, but small quantities of rosin greatly aid in reducing rancidity and spotting, the rosin acting as a protective colloid. (III) Practical applications. B. discusses here correct practices, based on the above experiments and considerations. The addition of rosin in the form of rosin soap to improve retention of the perfume harmonizes with the theory. The NaCl content of 0.5 per cent instead of the minimum at 0.3 per cent is considered a better normal practice for safety's sake by allowing a greater choice of raw materials. The article closes with a description of the manipulations at the soap kettle required for a normal product.

Features of Soap Materials Market

(*Continued from Following Page*)

favorable position. Both light and dense soda ash have been moving into consumption at a very satisfactory rate, though there is more disposition on the part of consumers to cut down on commitments for the time being. Other items were meeting with a satisfactory demand and prices have been steadily maintained.

Other Soap Materials

Price movements in rosin were very irregular. Receipts at primary markets have been heavy, and while the tendency of the situation continues downward, the declines have been checked somewhat owing to increased interest on the part of consumers. The movement into export and domestic consuming channels has been very good, according to reports in the trade. Stocks at the primary markets are reported larger than at this time a year ago, despite the belief that consumption is steadily expanding. Under the influence of light demand, and declining prices abroad, the glycerine market has softened somewhat. Price fluctuations in cocoanut oil have been rather narrow. Corn oil is more active but trading is restricted due to the smallness of supplies.

Plant for the Hydrogenation of Oils

The Societa Elettrica ed Elettrochimica del Caffaro announces that they have formed a subsidiary company, the Societa Stereol, with plants erected near those of the Elettrochimica del Caffaro at Brescia. This new subsidiary will produce both edible and inedible hydrogenated oils, using the electrolytic hydrogen of the Societa Elettrica ed Elettrochimica del Caffaro, obtained as a by-product of the production of electrolytic soda. In order to insure the production of first-rate oils, the company has reached an agreement with the Societa Chierichetti e Torriani, one of the largest Italian producers of edible animal oils, which will collaborate with the new company in technical matters. This report was transmitted to the United States Department of Commerce by E. Humes, research assistant in the office of the American Commercial Attache, Rome, Italy.

Cottonseed Oil Composition

G. S. JAMIESON AND W. F. BAUGHMAN. *J. Oil & Fat Ind.* 3, 347-55(1926).—The results so far obtained by the Oil, Fat and Wax Laboratories of the Department of Agriculture show the presence of myristin, palmitin, stearin, arachidin, olein, linolin, proteoses, peptones, phytosterols, phytosteroline, inositol phosphates, phospholipins, resins, mucilaginous substances, raffinose, pentosans, xanthophyll, carotin, chlorophyll.—*Chemical Abstracts*, Vol. XXI, No. 7.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

Recently the general undertone has been firmer and with sales at better prices and reports that New York extra grade actually changed hands at 7¾ explant. Both the New York extra grade as well as the New York special grade have been taken in fair sized quantities and soapers are showing further interest.

Good quality house grease can be quoted 6¾ to 7 cents loose and lower grades at relative prices.

The tone of the markets in the Middle West and also at western points has been firmer with a tendency on the part of buyers to absorb desirable stocks whenever offered in line with market values, and in some quarters confidence is shown by purchases for delivery during July and into August.

TOBIAS T. PERGAMENT.

GLYCERINE

Since our review of July refiners have reduced the price for chemically pure glycerine to 25½c per lb. in bulk; this figure is subject to the usual discounting in certain directions, for especially desirable business, particularly in carload lots. The general market has worked down during the month, under the influence of a small demand for dynamite glycerine and consequently for crude, and to lower quotations for crude from abroad. It is likely that dynamite can be bought today at 1½c per lb. lower than the price which ruled at the time of our last letter. Most people think that the decline has gone far enough and that a reaction in the market is near at hand. There is a well defined belief throughout the trade that we shall see prices two and three cents per pound higher than they are today during the last six months of the year. The chemically pure demand is very good and seems to be improving all the time, and it will probably not be long before the price of dynamite reacts, due to a better call for the article. It seems as though contracting at this time is likely to prove advantageous, from a buying standpoint.

W. A. STOPFORD.

VEGETABLE OILS

There has been comparatively little activity in vegetable oils lately although prices are holding fairly steady. Occasional resale lots are available slightly below producers' prices, but on the whole, the market is steady and in many cases it seems as though any little activity on the part of consumers would strengthen the situation a good deal.

Cocoanut oil sold recently for June, July and August at 8⅝ cents per pound New York and 8⅛ cents per pound Pacific Coast and further quantities are available at these prices. Buyers are showing interest, but their views are fractionally lower. Copra on the other hand in the Far East is steady and according to reports the receipts are very small and for this reason none of the producers are willing to shade present asking prices.

Business in other oils is just routine. Cottonseed oil is now strong at 8 cents per pound in the South for nearby delivery. Buyers all seem to feel that there are large stocks of crude oil being carried in the South and that sooner or later this oil must come into the market. Crude corn oil sold recently at 8½ cents per pound Midwest mill and the market is strong at this figure. A fair demand has recently been shown for palm oils, but buyers' and sellers' ideas are too far apart for large business.

A. H. HORNER.

INDUSTRIAL CHEMICALS

Although there are more signs of a general quieting down in the call for addition lots of industrial chemicals since our last report, this condition is not regarded as anything unusual at this time of the year. With most of the large consuming interests well covered by contract specifications, however, a continued heavy consumption is anticipated throughout the summer season. Regular consumers of carbonate potash have been taking on supplies in pretty good volume. Shipments were about the same as they had been. Stocks are not excessive and sellers are maintaining prices at former levels. The alkali market continues in a very

(*Continued on Preceding Page*)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 7⅝c. Edible, New York, 8c Yellow grease, New York, 6⅜@6¾c. A. White grease, New York, 7½-7⅝.

Rosin, New York, June 15, 1927.

Common to good	10.00	I	10.25
D	10.05	K	10.25
E	10.15	M	10.25
F	10.20	N	10.30
G	10.20	W.G.	11.50
H	10.20	W.W.	12.75

Starch, pearl per 100 lbs.	$3.22	@
Starch, powdered, per 100 lbs.	3.32	@
Stearic acid, single pressed, per lb.	.10¾	@
Stearic acid, double pressed, per lb.	.11½	@ .12
Stearic acid, triple pressed, per lb.	.13½	@ .14
Glycerine, C. P., per lb.	.26	@ .27½
Dynamite	.23	@ .23½
Soap, lye, crude 80 per cent, loose per lb.	.15½	@ .16
Saponification, per lb.	.17	@ .17¼

Oils

Cocoanut, edible, per lb.	.10½	@
Cocoanut, Ceylon, Dom. per lb.	.09⅝	@ .09⅞
Palm, Lagos, per lb.	.08¼	@ .08½
Palm, Niger, per lb.	.07¼	@ .07⅜
Palm, Kernel, per lb.	.09¼	@
Cotton, crude, per lb., f. o. b., Mill	.08	@
Cotton, refined, per lb., New York	.09½	@
Soya Bean, per lb.	.12¼	@ .12½
Corn, crude, per lb.	.11	Nominal
Castor, No. 1, per lb.	.14¼	@
Castor, No. 3, per lb.	.13¾	@
Peanut, crude, per lb.	.11	@
Peanut, refined, per lb.	.14½	@
Olive, denatured, per gal.	1.75	@
Olive Foots, prime green, per lb.	.09⅞	@ .10

Chemicals

Soda, Caustic, 76 per cent, 100 lbs.	3.00	@ 3.10
Soda, Ash, 58 per cent, per 100 lbs.	1.32½	@ 1.38
Potash, Caustic, 88@92 per cent, per lb., N. Y.	.07½	@ .08
Potash, Carbonate, 80@85 per cent, per lb., N. Y.	.05½	@ .06
Salt Common, fine, per ton	15.00	@24.00
Sulphuric acid, 60 degrees, per ton	10.50	@11.00
Sulphuric acid, 66 degrees, per ton	15.00	@16.00
Borax, crystals, per lb.	.04¼	@ .04¾
Borax, granular, per lb.	.04	@ .04½
Zinc oxide, American, lead free, per lb.	.06⅝	@ .06⅞